

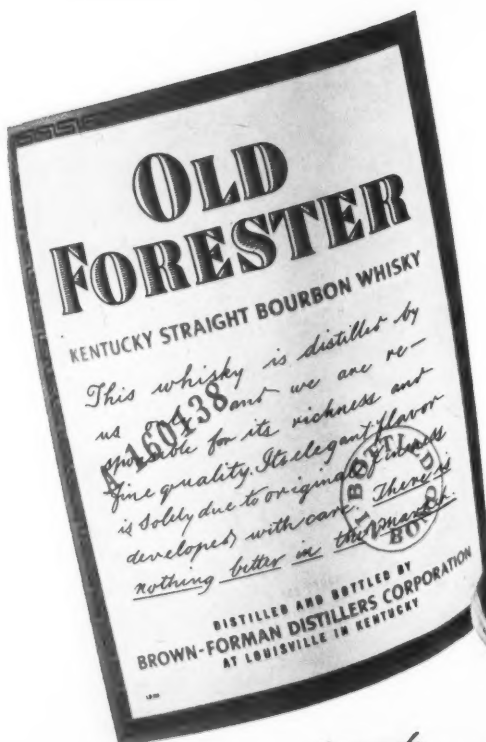
CLUB

In This Issue:
Beverage Ideas

Management

AUGUST
1959





enjoy rewarding flavor
that's uniquely Old Forester

Your taste will agree with the promise of quality on every Old Forester label. For famous bonded Old Forester has fulfilled our founder's pledge of excellence since 1870. Old Forester's "elegant flavor is solely due to original fineness developed with care."

Always bottled in bond, at full 100 proof.

ON THE LABEL FOR 90 YEARS:

"There is nothing better in the market"

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KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF • BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY

"My!
everything
looks
so
good!"

...and it tastes so good, too,
served from

Sterno EQUIPMENT



At buffet parties, cocktail parties, bars, banquets, dining table, guests are most pleased when they have a large choice of delicacies. When, in addition, hors d'oeuvres, vegetables, sauces, etc. are temptingly presented, piping hot, in attractive Sterno units, there will be no question of the success of your service.

Complete catalog and price list upon request.

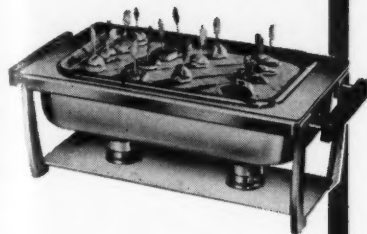
Sterno, inc.

9 East 37th Street
New York 16, N. Y.

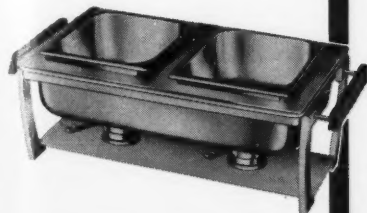
Makers of STERNO CANNED HEAT FUEL

Let us show you how STERNO can improve and beautify your serving operations.

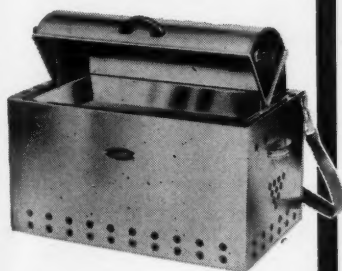
Write advertisers you saw it in CLUB MANAGEMENT: AUGUST, 1959



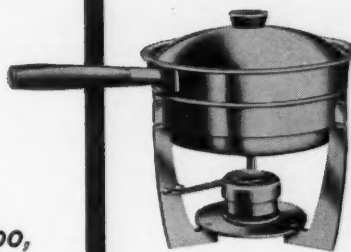
697. The Sterno Hors d'Oeuvres unit is designed to permit attractive display of fancy dressed type hors d'oeuvres and hot canapes. Used also for steaks, chops, etc. for direct table service.



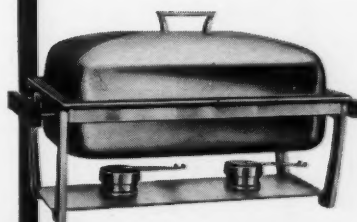
696. Two 1 gallon compartments, ideal for buffets, etc., two hot entrees or entree and vegetable. Also for hot hors d'oeuvres.



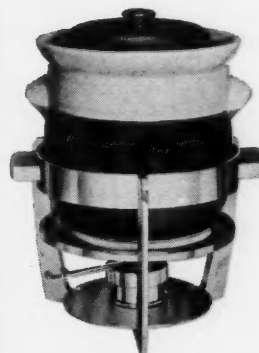
530. Sterno Roll Warmer is ideal for keeping rolls piping hot on buffets. Also used with carry strap for passing rolls in dining room.



687. Glamorous round copper chafin, 4 1/2 pints, adds color to your service. Ideal for crab newburgh, lobster newburgh, chicken a la king, beef stroganoff, etc.



694. This dome covered unit holds a massive 2 gallon food pan. Just the thing for big buffet parties. Big enough too for roast beef, baked ham, sliced meats and poultry.



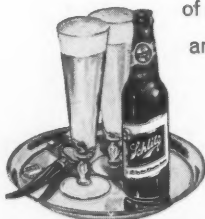
699. You can actually "bake" in this oven-proof crock. For pork and beans, chili, soups, etc. Available in 6 quart and 10 quarts. Ideal for "soup of the day" served right in the dining room.

GUEST CHECK				
DATE	SERVER	TABLE NO.	PERSONS	CHECK NO.
1	Hamburg			323397
2	Steak Lunch			
3				
4	Spaghetti			
5	(meat balls)			
6				
7	2 coffees (Later)			
8				
BAR				
PAY ONLY THIS TOTAL ➡				

GUEST CHECK				
DATE	SERVER	TABLE NO.	PERSONS	CHECK NO.
1	Hamburg			323397
2	Steak Lunch			
3				
4	Spaghetti			
5	(meat balls)			
6				
7	2 coffees (Later)			
8				
BAR				
2 Schlitz				
PAY ONLY THIS TOTAL ➡				

**check up
on this
Schlitz idea...**

Schlitz added to a luncheon check can make a big difference in check average and in profit per check. So promote Schlitz—as a refreshing before-meal beverage—as part of the price of a meal. Why Schlitz? Because it's the favorite of people dining out. Your customers recognize Schlitz as a symbol of quality and like to be seen drinking it. Get the Schlitz idea. It's worth money to you.



THE BEER THAT MADE MILWAUKEE FAMOUS



© 1959, Jos. Schlitz Brewing Co., Milwaukee, Wis.

Move up with quality... Move up with Schlitz!

This Month's Cover

Aptly illustrating, among other things, beverage service is this month's cover photograph courtesy of Orient & Pacific Lines.

The illustration, used in a current ad by the company, is taken on the last night out on a golden Orient & Pacific liner bound for Japan. Many club members who are traveling to the Orient this season will see this view on their trips to Honolulu, Hong Kong, Yokohama, Manila and Singapore.

In This Issue

We hope that we've brought you this month an issue which will serve as a guide for you during the year in your beverage planning. It is the most comprehensive beverage issue that CLUB MANAGEMENT has yet published and covers the many facets of beverage service in a club.

You'll find feature articles on liquor service and control, soft drink sales, wine promotion and profits and the service of beer at parties. Also included are several club drink recipes, ideas for beverage promotion in the club other than the bar, and other beverage ideas.

Coming Attractions

An unusual list of articles are "in the works" for future issues of CLUB MANAGEMENT.

Included is a detailed account of the food service operation of one of New York's newest and smartest luncheon clubs, information on how to promote a card tournament at your club, detailed food and other prices from a group of San Francisco area clubs for comparison with your own operation, and many others.

Work Shops

While there is an article on the CMAA work shops on another page in this issue, we'd like to remind you here that these courses are the best and quickest way in which to catch up on the latest thinking and developments in the club field. We hope that as many as possible will attend the work shop nearest them.

Help—Help—Help

CLUB MANAGEMENT needs copies of club by-laws, constitutions, house rules and articles of incorporation for its files and to send in answer to requests by readers.

We would greatly appreciate receiving copies from our readers.

CLUB

Management

An Independent Publication

THE NATIONAL MAGAZINE
FOR EXECUTIVES OF TOWN
AND COUNTRY CLUBS

Title Registered

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NO. 8

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A new folding table, made by Sterno for dining rooms, parties, etc., is now available in 40-inch round, 36-inch square and single (no drop leaves) size styles.

Finished in the same sturdy construction as standard Sterno tables, this folding table rolls when folded and stores in 50 per cent less space than standard units. The table top is of fine grade plywood, $1\frac{3}{8}$ inches thick. A lustrous-finished maple veneer top is protected with multi-coat-

ed alcohol-resistant lacquer finish. For details on this table and a complete catalog of Sterno food service equipment, write Dept. CM, Sterno, Inc., 9 E. 37th St., New York 16.



An outdoor grill in both permanent and portable models is now being manufactured by the American Playground Device Co.

The new grill has a six-way adjustable draft door which gives positive control and secures the right degree of heat for different types of cooking. Mounted on a tested steel pipe support, it can be turned to leeward with every shift of the wind.

For more information write Dept. CM, American Playground Device Co., Anderson, Ind.



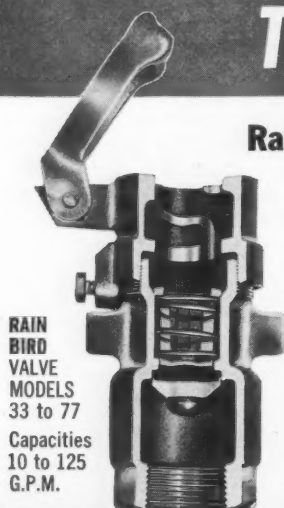
A new line of measures recently has been introduced by the Harlow C. Stahl Co.

The new measures feature internally recessed beaded markings which, according to the manufacturer, provide maximum sanitation as well as fast, accurate measure of ingredients. The measures come in the company's new acid-resistant Luster-Lite finish and are available for liquid or dry (rimless) measuring in one pint, one, two and four quart sizes.

For complete information write Dept. CM, Harlow C. Stahl Co., 1375 E. Jefferson, Detroit 7, Mich.

A new folder in two colors illustrates, describes and gives complete specifications for the complete line of

MOST MODERN DEVELOPMENT IN TURF IRRIGATION



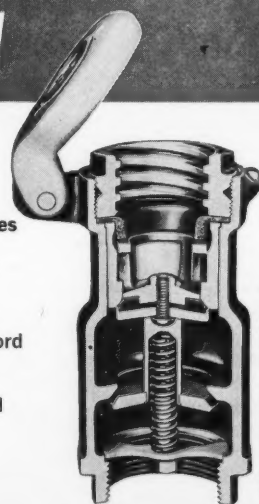
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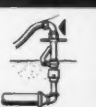
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627 N. San Gabriel Blvd., Azusa, California

In Midwest and East write to:

RAINY SPRINKLER SALES, 609 West Lake Street • Peoria, Illinois



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No. 97310, 4½-oz.
(Old No. 8882)



Cordial
No. 01070, 1-oz.
(Old No. 8090)

Rhine Wine
No. 01290, 4-oz.
(Old No. 8088)

Whiskey Sour
No. 01270, 4½-oz.
(Old No. 8075)



Old Fashioned
No. 41430, 4½-oz.
(Old No. 127)

Hi-Ball
No. 22374, 8-oz.
(Old No. HT-1816)

Juice
No. 22374, 4-oz.
(Old No. HT-1833)

Whiskey
No. 41140, 2-oz.
with 1-oz. lime
(Old No. 48)



Champagne
No. 01320, 4½-oz.
(Old No. 8077)

Goblet
No. 04670, 10-oz.
(Old No. 3612)

Wine
No. 01300, 3-oz.
(Old No. 8084)

Sherry
No. 01160, 2-oz.
(Old No. 8089)

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in the Somerset Hotel—the Rib Room.

Libbey Crested Glassware . . .

*"gives added prestige
to the Somerset Hotel"*

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In all of these—Rib Room, Polynesian Village, and Charterhouse—Libbey Crested Glassware is used for coordinated beverage and dining service. The complete Libbey line provides attractive and durable glassware, plus the assurance of operating economy through Libbey's famous guarantee: "A new glass if the rim of a Libbey Safedge® Glass ever chips."

For any restaurant or bar operation, Libbey Safedge Glassware offers extreme durability for most economical operation . . . a wide variety of patterns in all sizes . . . your crest or monogram which can be put on every glass for added distinction . . . and your every glassware need from one single, reliable source.

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Room N-2543CL, Wilmington 98, Delaware
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For a copy write Dept. CM, Winnen Incinerator Co., 932 Broadway, Bedford, Ohio.



This portable service stand, introduced by Molitor, Inc., is available in copper or stainless steel.

It has two shelves for storage, two 12-inch drop leaf top extensions, a menu holder, silver tray and four glass and cup stays. Its dimensions are 17¼ by 29¼ by 32 inches and it has large caster wheels.

For complete information write Dept. CM, Molitor, Inc., 2829 S. Santa Fe Dr., Englewood, Colo.



An outdoor umbrella stand, appropriate for pool and patio use by clubs, is being marketed by Sun-Kween Corp.

Made of aluminum, the umbrella is weather resistant and comes in a choice of five baked-on colors. The umbrella is mounted on a firm steel center pole, and the entire unit can be left out all year long.

For complete details write Dept. CM, Sun-Kween Corp., 401 Wood St., Pittsburgh 22, Pa.

A new salad recipe booklet for use by club chefs and cooks is being distributed by the H. J. Heinz Co.

The 36-page recipe booklet, entitled "Profitable Salads," contains more than 70 new ideas and recipes for salads and salad dressings, and has been printed in 4- by 6-inch pocket size

dollar for dollar **AMERICA'S GREATEST
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VALUE!**



Chef-Styled Commercial Aluminum Cookware

Economical!

You can spend more — but you can't buy better cookware than Chef-Styled — the *quality* line of commercial cookware that's made right . . . priced right! *Kitcheneered* for better cooking, Chef-Styled utensils give fast, even heat distribution . . . cut fuel costs . . . save time and money!

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Yes, Chef-Styled utensils last longer! Their rugged serviceability means extra years of dependable kitchen duty. Light-

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bar pays for
itself in 3 months.

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**Increase Liquor Sales—Cut overhead—
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4 Palen Portable Bars in the new La Concha Hotel—San Juan, Puerto Rico

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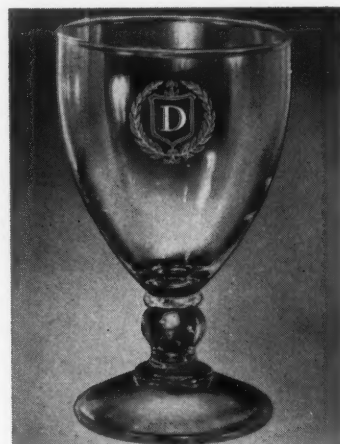
112 Hennepin Ave.

FEDERAL 8-5636

Minneapolis 1, Minn.

form for easy filing in regular recipe card files.

For a free copy write Dept. CM, H. J. Heinz Co., P.O. Box 28, Pittsburgh 30, Pa.



Monogram water goblets are now available for immediate delivery from Edward Don & Co.

The company reports that all monogram letters are carried in open stock and that customers may buy as few or as many as are needed.

For complete details write Dept. CM, Edward Don & Co., 2201 S. La Salle, Chicago 16, Ill.



A new liqueur wagon designed to merchandise the profitable cordial service has been introduced by Legion Utensils.

The wagon is constructed with four solid-copper legs on rubber swivel casters, reinforced with a stainless steel rod. The bottom tray, which can be used for glasses, is stainless steel and the top tray and drop leaf are constructed of black Formica. All trim is copper.

For further information write Dept. CM, Legion Utensils, 21-07 40th Ave., Long Island City 1, N. Y.

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FLOOR DRESSING

SAFEGUARDS against FIRE HAZARDS

Safe on the Floor—Safe in the Mop—Safe in Storage

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SUPER HIL-TONE is chemically "non-oxidizable"—that is, it can't absorb oxygen when exposed to air, the common cause of heating and spontaneous combustion with widely used, dangerous oily floor dressings.

3 "Classified as to

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2 It's fire-retardant—

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fire hazard"

By unique AD-SORPTIVE action, holds dust on the floor surface for fast, efficient removal. Reduces the count of dust particles kicked up by passing feet. Sweeping goes fast and easy; frequent scrubbing is not necessary. It's the answer to your problem of cutting labor time in sweeping, without sacrifice of sanitation, appearance, or safety.



Ask the Hillyard "Maintaineer®" for expert advice on more effective floor maintenance. He's a trained floor care specialist. "On Your Staff, Not Your Payroll"



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Haig & Haig, Blended Scots Whisky, 86.8 Proof; King William IV, Blended Scotch Whisky, 86.8 Proof; Remy Martin Cognac Brandy, 80 Proof; St. Remy Brandy, 80 Proof; Cointreau Liqueur, 80 Proof, Produced and Bottled by Cointreau Ltd., Pennington, N. J.; Gordon's Distilled London Dry Gin, 90 Proof & Gordon's Vodka, 80 & 100 Proof, 100% Neutral Spirits Distilled from Grain, Gordon's Dry Gin Co., Ltd., Linden, N. J.; Flora delle Alpi, 92 Proof

How We Promote Beverages

By J. William Conner

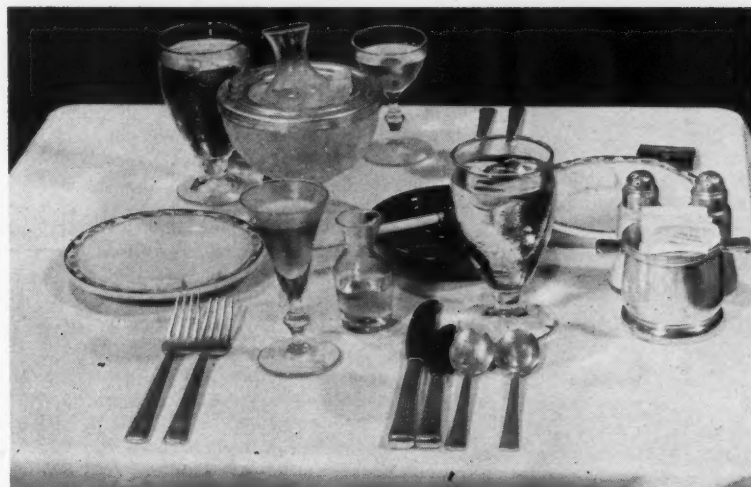
**Manager
Statler Club
Ithaca, New York**

THE "cocktail hour" can be our most profitable, yet potentially problematic, event of each day. During the past few years, we have worked at keeping our service constantly new and interesting, and thus our Statler Club members consistently satisfied.

Problem I: How to encourage our primarily conservative group to drink in our "Research Room" (the club cocktail lounge)?

We found that good promotion was not so much that of featuring or suggesting new drinks or a particular drink, as our members seemed to know what they wished to drink. Our problem was to get them to have that drink here with us!

Hors d'oeuvre service can be a delightful addition to any cocktail hour. It can also, however, prove to be a detriment to one's food cost. The possibility of under- or oversupplying on any and each day can result in, respectively, disgruntled latecomers who miss a full tray or, in the latter case, much waste of these perishable items. It is difficult to keep the variety in hors d'oeuvres from becoming tire-



Main dining room decanter service at the Statler Club, Cornell University, Ithaca, New York. Ice filled supreme dishes for 4-ounce martini and manhattan decanter shown at left, rear. Sherry glass and smaller decanter at front of picture.

some over a long period of time, particularly with daily variety being inherent in the item itself. The end result may be a great deal of labor, time and food expense which goes uncompensated.

Our goal has been, as a result, to provide something that will hold well during a two or three hour period at room temperature, that can be used again within a reasonable length of time (two or three days), something inexpensive and, of course, ever novel and interesting to our members.

Each afternoon, we set on display (see picture) in the cocktail lounge several bricks of imported cheeses and

a variety of appropriate crackers. Plates and knives are provided so that the guests may help themselves. During the course of a month, as many as forty different kinds of cheese will be used in the display, thus creating a wonderful curiosity as our guests delight in sampling the different varieties offered. Not only have fine compliments been forthcoming, but we have found that our cocktail hour business has increased both in number of guests and in the average number of drinks served per customer.

These cheeses are supplied to us weekly by Phil Alpert's "Cheeses of All Nations" in New York City. The firm offers expert advice on choosing selections of cheeses for the novice in this art, until the latter feels ready to make selections. Some of our most popular varieties have been Bavarian Mountain, English Stilton, Danish Munster, Old Dutch Edam, French Port du Salut, and Swedish Kummelkaese.

We have also found these cheeses popular for creating a colorful and different type of cocktail party. Picture a map of Europe hanging behind the hors d'oeuvre table, the latter covered with 15 or 20 different types of cheeses. Each cheese is identified by name and with a colored ribbon

(Continued on page 50)

Cheese display in the "Research Room" (club cocktail lounge) of the Statler Club, Cornell University, Ithaca, New York. Two different varieties of imported cheese are used each day. Plates and knives are provided for guests to help themselves.



How We Gave a Beer Party

... and made money, too!

By A. G. Ree

Acting Assistant Manager
Jonathan Club
Los Angeles

Jonathan Club members line up for some of the beer that was dispensed free at the stag party.



Members get typical German food to go with beer.



AT the Jonathan Club, stag evenings are traditionally known as "Wing-Dings" and each one has its own colorful theme.

Early in February of this year the entertainment committee agreed on a "Bavarian Beer Garden" theme for its latest Wing-Ding and, to allow plenty of time for planning, set the date for April 1. A special "Kraut Committee" of seven was formed and decided on an authentic Bavarian menu, free beer, "wheels of fortune," entertainment and a gay, custom-made Tyrolean hat for everyone. The affair was sold out at least a week in advance, and proved a notable success not only for its entertainment value but also financially, as can be noted in the table at the end of the article.

Advertising consisted of two full and two half card colored posters

prominently displayed about the club, followed by a brochure, mailed to each member, and a half page in *The Jonathan* magazine. Five hundred tickets were printed and sold at \$7.50 plus taxes and usual club charges.

Two meetings of key personnel were held by General Manager Ashton Castle. At the first the work load was distributed and, at the second, progress reported and the many snags ironed out.

The party started at 5 p.m. on the second floor where the large taproom and one half of the adjacent grill had been transformed into a German scene. The walls were hung with colorful Bavarian scenic posters. Then, upon entering, each person was presented with his Tyrolean hat. Inside were set four "wheel of fortune"

(Continued on page 44)

German-type entertainment spiced the evening.



How to Increase Soft Drink Sales

OF paramount interest in the planning of clubs throughout the country, on an ever increasing scale, is the sale of soft drinks by the club, not only in the clubhouse, but outside it as well.

For many years, of course, soft drinks have been dispensed over the club bar, both as drinks in themselves and as mixes for alcoholic beverages.

But clubs are beginning to discover that soft drink sales are not limited to the bar—and, as a matter of fact, sales elsewhere in the club now, in many cases, are much greater than at the bar. For example, at a recent family outing held by the National Press Club of Washington, D. C., more than 10,000 bottles of soft drinks were dispensed.

Perhaps the biggest trend in clubs during the past ten years has been the increasing emphasizing of the family aspect. Gone are the days, in all but a very few, when father would go out to the club alone, play golf, have a few drinks at the 19th Hole and come home to a patiently waiting wife and children.

Today, the wife and children are at the club, too, using the facilities as much or, in many cases, more than Dad. And this, in turn, has brought about an appreciation by management of this family-type activity at clubs and has resulted in the catering to the wives and children of club members.

Many club managers report that club members' children represent the best potential for future membership of the club, and that it is to the club's advantage to cultivate them and train them in club life—for they are the members of tomorrow.

Nowhere is the attitude of management toward children more apparent than in the teen-age rooms which have

sprung up in clubs all over the country. Established clubs, both city and country, have put aside a special room for the young people, stocking it with a juke box and plenty of soft drinks for the thirsty youngsters.

And clubs building new quarters, or brand new clubs, have, for the most part, designed a special room for their teen-agers. Two excellent examples are the building of swank and large teen-age rooms as part of the \$1,500,000 Philadelphia Country Club and the \$2,000,000 Houston Country Club. In the latter's case, the teen-age room is a separate building, apart from the club, where the teen-agers can have their own parties. There is a regular kitchen in this one and a built-in soft drink bar.

Children's parties at the club are becoming more popular, both for teen-agers and younger children, with the inevitable juke box and soft drinks prominent parts of the party.

But soft drinks are gaining sales (and making profits for the clubs that are promoting them) in other places in the clubs, too. Not only children like 'em—a thirsty golfer often is glad to pause for a cold drink as well.

And thus, in many clubs, the appearance of vending machines or "Halfway Houses" have come about on the golf course itself. Clubs such as Cherry Hills in Denver have built elaborate refreshment stands on the course to dispense not only soft drinks and beer, but food as well.

For clubs not caring to put up as an elaborate a building, the automatic vending machines solve the problem neatly, and of course are labor-saving devices, too. Many of these soft drink machines will serve almost as many kinds of beverages as a person wishes to stock in them, and the profit which the club makes is no small factor

either. The automatic vending machine (whether it dispenses soft drinks or candy bars or cigarettes), which has become popular all over America, has found favor in clubs as well.

The machines also have made their way into the locker rooms, where many clubs are finding it a great help to have the soft drinks dispensed automatically, especially in cases where there is no service area nearby and help is at a premium.

Thus, the soft drink has become a triple-threat halfback on the club's beverage team. It can bring profits in the club bar, in the teen-age room and on the golf course or in the locker room.

One spot that hasn't been mentioned, but is also an important point of sale, is around the pool. During the day, the big play at the club is many times likely to come from the wives and children—and thus a lack of buying of alcoholic beverages results. But this gap is filled nicely by the hamburger, hot dog and soft drink operation which many clubs maintain at or near the pool. In this case paper cups come into prominence, since some states have laws controlling glassware around a pool. In many cases, managers report that this type of operation puts the club pool on a paying basis.

According to reports reaching CLUB MANAGEMENT, beverage sales of all kinds—both alcoholic and non-alcoholic—are increasing steadily in private clubs. And the surface, in the soft drink field at least, has just been scratched. With proper promotion and careful planning, your club's soft drink business can be increased tremendously, and the profits can rise just as fast as the sales.



To encourage those planning private parties to have a bottle, these wines and liqueurs are displayed in this club's reservations office.

WINE

how it can bring profits to your club

By Henry O. Barbour, Manager
The Houston Club

WOULDN'T you like to add at least \$6000 to your club's gross income in this coming year?

It's possible, assuming your club does \$10,000 a month in dinner and evening party business! If your club does \$5000 a month, the easily attainable amount of additional income is reasonably \$3000, most of it net profit—and more possible if WINE IS PUSHED!

It is maintained, and we have figures to prove it, that with reasonable emphasis on wine, at least ten per cent of all diners will drink wine. This ten per cent is additional income—income that doesn't adversely effect the sale of other beverages, but is truly added income. And it has an extra plus, that of adding to the take home pay of the service employees.

Consider these examples:

NO WINE POURED	
8 cocktails	\$ 6.40
4 chicken dinners	12.00
(coffee included)	
Sub-Total	\$18.40
15% gratuity or service charge ..	2.75
Total	\$21.15

Another example of silent salesmanship in a reservations office.



Net Income to Club	
50% profit on bar sales	\$ 3.20
5% profit on food sales60
Total profit	\$ 3.80

Income to Employee \$ 2.75

WINE POURED	
8 cocktails	\$ 6.40
4 chicken dinners	12.00
1 bottle of Chablis	3.00
Sub-Total	\$21.40
15% gratuity	3.20
Total	\$24.60

Net Income to Club	
50% profit on bar sales	\$ 3.20
5% profit on food sales60
50% profit on wine sales	1.50

Net Profit \$ 5.30
Or an increase of 39.4%

Income to Employee \$ 3.20
An increase of 16.3%

As a reader of this magazine you have had this monetary advantage pointed out to you in advertisements and in articles. Why is it mentioned again? *Because travel has revealed that only a few club managers rea-*

lize the easily attainable, real profit potential in the sale of wine!

To realize some of this possible additional revenue, an easy three phase activity is all that is necessary:

1. Supply: An adequate supply of a reasonable assortment of sound wines from various areas readily available for service (see CLUB MANAGEMENT, June, 1959).

2. Price: Reasonably priced to encourage the use of wine, yet return a fair profit to the club. But a fair profit does not include ten per cent on the mortgage on the club house!

One hundred per cent markup (i.e. a doubling of invoice cost), is considered an adequate price for the maintenance of an inventory of glasses and wine and the few minutes of occasional supervision.

Many of the people that would drink wine in your club, buy wine for home consumption in package stores (yours, if you have one and work at it). It is estimated that less than 25 per cent of wines sold in the U. S. are bought in restaurants and clubs. These people remember the price "outside." While they expect the club to make some money, they don't appreciate being asked to pay \$7.00 for a wine retailing at \$1.75, a recent occurrence. They will not complain, for fear of being "cheap." No, they just won't buy wine, now or the next time.

Articles, too, such as the excellent "Handbook of French Wines" by Frank Schoonmaker in the August *Holiday*, mention the prices that should be paid for good wines.

It is an extremely rare club that marks up the raw food more than 150 per cent, in a period when the cost of wages per dollar sale is nearly that of food, and miscellaneous expenses are half the cost of food. These are not a consideration of management when a bottle of wine is opened, as

that sale is an extra, adding almost nothing to the cost of serving that guest, but adding much to both the gross and the net income.

3. Push: Wine in America is not like bourbon and Scotch; it is not ordered automatically, so it has to be sold. Unfortunately for our profits the waiter doesn't take the order as he does for cocktails or food; he (and the club) must sell the glass or bottle of wine.

Like most good things sales just don't "happen" but are the result of continuing promotion of wine consumption on all fronts to the point that all concerned realize that it means more of everything:

- a. More enjoyment for the member,
- b. More money for the staff,
- c. More profit for the "house."

For some reason your service personnel are usually the hardest to convince of the advantages of selling wine. Frequently it is the manager's or supervisor's fault, as one of the tenets of salesmanship is repeated calls. One or two sessions with the staff will no more sell them than one or two calls will sell every prospect in a sales territory. As with any consumer, they should be approached from every angle.

1. Monetarily: the increased service charges or tips that result, payment of a percentage of wine sales to the seller, or a contest with prizes—wine of course!

2. Knowledge: of the product must be gained. From lectures, reading and tastings, from posters in the dressing rooms and employees dining areas, etc.

3. Pride: in doing something new and different, and which, let's face it, has some "snob" appeal.

4. Simplicity: open a bottle and pour—that's all! (Management must make the wine easy to secure, by number, at a convenient place and at the proper temperature for immediate service.)

5. Tools: provide the proper sales devices: Up-to-date wine lists, good corkscrews, adequate glasses, convenient ice buckets, etc.

6. Tie-In: certain wines with certain menu items, either on the menu, perhaps even included in the price; or sold to private parties; mentioned in a menu meeting; or suggested on the kitchen blackboard.

In addition to securing the participation of all the staff in the suggestion of wine, management must also attract members' attention to wine by visual presentations.

Wine bottles with their various sizes, shapes, glass colors, and bright labels can be extremely decorative, either on shelves or the back rail of banquettes, or even hanging from the ceiling with the bottoms cut out and lights in them, their presence subtly suggesting wine.

A display in a prominent place, preferably so located as to catch the eye

when ordering, can have a surprisingly beneficial effect on sales. This display is best if not too crowded and featuring only four or five wines, with several available in half bottle size. It should be changed every two or three weeks, and should evidence some thought as to the season, or a special occasion, and the general effect of other interior design.

Page six of last month's CLUB MANAGEMENT carried an illustration of a combination wine display and service cart, which provides storage as well for glasses and chilled and room temperature bottles.

Small bottles of wine, tent cards, small wine lists, and wine glasses on the table, will all cause awareness that "wine is available," and remind the staff to suggest it. Place mats, cocktail napkins featuring wine labels, menu clip-ons, all help in spreading the gospel of wine.

A wine list that is part of the menu, and kept as up-to-date as the menu itself, is a convenient aid to the member who has become wine conscious, but who can become very indifferent if it takes five minutes or more to locate a dog-eared presentation of crossed out and misspelled names, arranged without thought as to wine color or type. Including on the menu sherry with the appetizers, or port with the dessert and suggesting a spe-

(Continued on page 43)

The Steps in Opening a Bottle of Still Wine



1. Present the unopened bottle for the host's approval. 2. Cut the capsule—we prefer below the bulge of the neck, and remove the top foil. Do all work as close to host as convenient. 3. Wipe the bottle top and cork. 4. & 5. Insert the corkscrew and turn until tip comes through the bottom of cork. The expert's touch: push the cork down very

slightly to break any bond between cork and bottle that may have developed due to wax on cork, or sediment. This prevents broken corks, no matter how old. 6. Place the lever on the edge and hold it in place by the folded napkin to prevent slipping or chips of glass in the hand.



7. When pulling the cork, be sure napkin is high enough to catch the spray caused by the expansion of the cork when it leaves the bottle. 8. Present the cork to the host for approval to assure him that the wine is sound. 9. Wipe the top and inside lip of bottle. The chain

and pin is a "neck chain" that holds the cork after it is pulled. 10. Pour the other wine glasses $\frac{2}{3}$ full. Roll the bottle as you raise the lip to prevent drip. 11. When leaving place, hold napkin as shown to catch any stray drops and to steady bottle.

Beverage Control

By William M. Haberkern

Manager of Management Advisory Services
Harris, Kerr, Forster & Company

From a speech at the San Francisco Short Course

BEVERAGE sales are usually the bread and butter of club operation, for they not only account for a sizeable ratio of departmental revenue, but when properly controlled are a potential source of considerable profit.

Can you afford bar control? Rather, I should ask—can you afford not to have bar control? Let me illustrate. Say I have between my fingers a child size thimble, which holds one dram. This is not a lot, but let me tell you what that extra thimbleful can mean to your beverage operation. If we should imagine a bar serving a one ounce drink, and on that basis 12 fifths of liquor per day, to overpour this thimbleful each serving would cause the operator to give away about 45 cases per year. On the other hand, should the bartender underpour in the same amount, the members would be deprived of their true serving in equal quantity. At 50 cents per drink, a surplus pool of \$7,800 would be created, which could either accrue to the house as overage or be pocketed by the bartender in the form of cash or liquor, and still maintain an acceptable cost of sales percentage. Fantastic, you say—yet this is happening to a greater or lesser degree in bars wherever they may be. Only definite knowledge of the existence of such shortages or overages through bar control, and then quick and affirmative action can prevent it happening to you.

A good beverage control should provide adequate safeguards against excessive cost before and during the merchandising process. It should establish a standard for performance against which actual experience can be measured. A good performance standard is relative since it is influenced by the size of the drink, its selling price, and the ratio of the various types of beverages sold, to total consumption. A bar with considerable

volume in beer sales would necessarily have a higher cost of percentage because of the usual low markup for that beverage.

The level of a bar inventory must be controlled in relation to day-to-day usage, and a par stock inventory is a most competent method. Beverage supplies available for immediate sales are fixed at a quantity and in kind, sufficient to handle a maximum daily consumption. Each day the bartender draws from the storeroom an exact bottle for bottle replacement for bottles emptied during the previous day. He is not permitted to draw more or less in quantity, or vary the type for which he has empty bottles to present. This insures a relatively consistent inventory value and thereby makes certain wide fluctuations in cost of sales percentages are not the result of inventory-taking errors. Furthermore, the cost value of daily issues are an approximate representation of the previous day's consumption. This provides data for computing a reasonably accurate daily cost of sales percentage.

The keystone of good cost control is the ability to adhere to a pre-determined operating budget commensurate with the nature of the service and a forecast of the sales volume. Beverage sales usually assume an almost fixed pattern for each establishment and a sales potential based upon portions served in relation to price becomes a dependable guide to profitable operation.

No product can be profitably merchandised without some standard of measurement upon which the selling price is determined. Goods of every description are sold by some unit, whether it be count, weight, linear or liquid measure. Beverage sales are no exception. As long as the standard is definite, the quantum is only material to the operating budget.

The inventory difference between

opening and closing inventories is computed at cost and sales value for adjustment of the requisitions. Potential performance can then be measured against actual performance. Any shortage between the computed sales potential and actual sales as indicated by the register readings may be the result of overpouring and/or pilferage of either money or liquor.

When shortages occur, employees frequently complain about the severity and inelasticity of the performance standard. Any yardstick for performance must be applicable in all instances and cannot be distorted to fit the personality of any one operation. Any discussion of bar control must necessarily imply latent tendencies upon the part of employees to steal. The fact that we provide locks for our doors does not in itself infer dishonest neighbors. Rather it protects them against unwarranted accusations. To measure drinks should not connote miserly operation, but one with a desire to insure full value to his patrons. The hazard that is inherent in the unprotected bar is real and costly.

What's Your Bartender's Rating?

FROM Manager Jim Rushin's Montgomery (Ala.) Country Club comes this piece of information on mixing drinks correctly:

If you have the reputation of serving real good drinks then it's 100 to 1 that you measure accurately. The best drinks are the result of exact measurement of the finest ingredients. Not even a highball should be mixed by the "eyeball" method.

Here are figures you can count on: Pony—1 ounce; one jigger—1½ ounces. *Don't skimp on the ice.* Use cracked ice for shaker drinks, lots of cubes for highballs, and don't use stale ice.

When to stir—when to shake: If a drink is made with clear liquors, it requires just stirring with ice for proper mixing. Shake drinks with hard to blend ingredients like eggs, juices, cream, or sugar.

What's the best kind of sugar? Finely granulated sugar makes a clearer drink. Powdered sugar clouds up. Use the one you like best, BUT put it in the shaker first.

Chilled glasses—excellent cocktails: Before mixing, fill glasses with cracked ice. When mixing is done, dump ice, dry glass, and pour.

Again, if you measure accurately your drinks will be a success.

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Color
in every meal

CALIFORNIA
FRESH OR FROZEN
STRAWBERRIES

BREAKFAST: Whole strawberries, with cream; topping for cereals; with whipped cream on waffles or hot cakes; toast and strawberry preserves.

LUNCH: In fruit salads, both mixed and using whole berries as a center; in gelatin desserts or salads; shortcake; tarts; pies.

DINNER: Shortcake, pies, tarts. Whole strawberries with cream. Salad and dessert specialties.

Add ideas of your own to the basic one of: *California Strawberries—fresh or frozen—add color to every meal the year 'round.*

Write for free recipe booklet

CALIFORNIA STRAWBERRY ADVISORY BOARD • Flood Building, San Francisco 2, California



Oscar L. Winheim

On June 1 Oscar L. Winheim took over the duties of co-manager in charge of the food and beverage department of the Bayou DeSiard Country Club, Monroe, La. He is associated with Shelby Meek, who has been manager for the past several years.

Mr. Winheim formerly managed the Mattoon (Ill.) Golf and Country Club for six years, and prior to that was associated with the Koplar Hotel system in St. Louis. He has been a member of the St. Louis District Chapter of CMAA for the past four years.



John F. Duffy writes that he is now employed as general manager of Ridgewood (N. J.) Country Club. He was formerly manager of the Colonia (N. J.) Country Club.

Mr. Duffy attended Rutgers University and his first club job was that of manager of Crestmont Golf Club, West Orange. Subsequently he held similar positions at Echo Lake Country Club, Westfield, N. J.; Springhaven Golf Club, Wallingford, Pa.; and the Officers Club, McGuire Air Force Base, prior to Colonia.

He is married and has one child, aged nine.



William A. Tucker writes that he has resigned as manager of the Timuquana Country Club, Jacksonville, Fla. He has not announced his future plans.

James Carey, former manager of The Family, San Francisco, apparently isn't leading the quiet life he bargained for when he gave up club business not long ago, married and settled down in Moose, Wyoming.

The Jackson, Wyoming, newspaper of June 11 reported in a front-page story about a manhunt for a mental patient, with Jim included in the mounted and armed posse. On page five an account reports that Jim "Maverick" Carey was the only casualty of the manhunt—kicked on the shin by a horse!



William L. Nixon, former manager of the Emerywood Country Club, Highpoint, N. C., reports that he has been appointed manager of the Capital City Country Club, Tallahassee, Fla.



N. Ashley Jenkins, formerly manager of North Hills (Pa.) Country Club, writes that although he resigned with the intention of reentering the hotel field, he has accepted the management of the new million dollar Americana Motel in Trevoze, Pa.



The above architect's sketch shows what the St. Petersburg (Fla.) Yacht Club will look like when the present \$250,000 remodeling program is completed. The plan, under consideration for more than a year, will include two additions at either end of the present building and extending 50 feet. The terrace is designed for dancing, will have a terrazzo floor, a tropical pool, and will be fenced off from the street. The southern addition will house a cocktail lounge, featuring a sunken bar. A summer fountain will convert into a fireplace in the winter. The northern addition will consist of a dining area which can be divided into three parts with sliding panels. Manager Earl Sasser hopes the remodeling will be completed in time for the grand opening about December 1.

CLUB MANAGEMENT: AUGUST, 1959



Klaus W. Heuser

Klaus W. Heuser has been appointed manager of the Teugega Country Club, Rome, N. Y.

A graduate of Ashbury College in Canada, Mr. Heuser has attended the Cornell University short course sponsored by the CMAA, and the Ecole-Hotelier in Switzerland.

Married and the father of two daughters, Sherry and Monique, Mr. Heuser has been in the club field for nearly 15 years, having been connected with such clubs as Keewaydin Point Club, Alexandria Bay, N. Y., and Shawnee Inn and Country Club, Shawnee on Delaware, Pa.



Edwin E. Long, manager of Bel-Mar Country Club, Belvidere, Ill., died June 7 after a prolonged illness. Mrs. Long, who has been his assistant during his illness, is now carrying on the management of the club, according to a report from the Chicago District Chapter of which Mr. Long was a member.



America's top restaurants serve Sexton!

More families are dining out than ever before. Sexton Quality Foods build menus replete with appetite appeal. Tasty meals which say "come back soon."



Sexton goes to school—with honors!

From kindergarten to the college campus, Sexton provides a variety of school menus to tempt growing young appetites. Schools everywhere serve Sexton Quality Foods.



Just what the doctor ordered at top hospitals!

Sexton Quality Foods are first in favor and in flavor with exacting hospital dietitians. Sexton supplies more food for hospitals than any other wholesale grocer in America.



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Greatest food service in America

A nation-wide network of Sexton branches makes possible America's greatest food service for restaurants, hotels, clubs, motels, resorts, coffee shops and fountains . . . hospitals and nursing homes . . . schools, colleges and camps . . . railroads, airlines, steamships . . . industrial dining rooms.

Sexton Quality Foods

JOHN SEXTON & CO., CHICAGO
 LONG ISLAND CITY • SAN FRANCISCO • PHILADELPHIA
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 DETROIT • INDIANAPOLIS

Write advertisers you saw it in CLUB MANAGEMENT: AUGUST, 1959

James Schlevensky, formerly with the American Legion Club, Racine, Wisc., reports that on July 1 he took over management of the Riverwood Apartments in Milwaukee. The apartments are for senior citizens only, over 55, and feature a dining room, hobby shop, recreation room and commissary, thought to be the first venture of its kind in this country.

♦ ♦ ♦

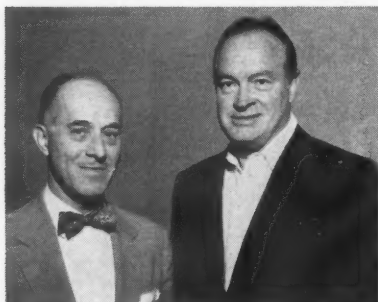
Southern Hills Country Club, Tulsa, has completed an expansion program which has added some 6000 square feet to the club's dining area. This makes it possible to serve an estimated 600 persons at one time, reports Manager William B. Bangs, III. The project also included refurbishing of the club's lounge and dining room.

♦ ♦ ♦

Fred M. Slade reports that in June he was appointed manager of the Thorngate Country Club, Deerfield, Ill. Formerly he was manager of the Fort Myers (Fla.) Country Club.

♦ ♦ ♦

Jack Kozar, left, manager of the University Club, Cleveland, is shown with friend **Bob Hope** in the latter's dressing room at the Cain Outdoor Theater, when Mr. Hope was playing there this June. The occasion was a special party for Cleveland and Ohio Valley Chapter members.



Members of the Cleveland and Ohio Valley Chapter of CMAA were guests at a special party given on June 22 at the University Club, Cleveland, in honor of Bob Hope, who was playing at the Cain Outdoor Theater. The party was given by Bob's brother, Fred Hope, who is president of United Provision Co., Cleveland. Following cocktails and dinner the group enjoyed Bob's show, then were guests in his dressing room.



Josef Auerbach, manager of the Wichita Country Club, and his wife will leave late in August for a four-week trip to Germany to visit his parents who live near Munich.

♦ ♦ ♦

Robert Standish, manager of the Monroe Golf Club, Pittsford, N. Y., was honored recently on his 25 years as manager of the club.

The club has opened a new kitchen, modern in every detail, and also a new dining room, which is 40 by 60 feet and will seat 154. Natural grain cherry paneling, wall-to-wall carpeting, draperies and aqua-colored chairs make up the room design.

♦ ♦ ♦

A. R. Albert, Oakwood Country Club, Cleveland, is confined to the Mount Sinai Hospital of Cleveland, 1800 E. 105 Street, where he is recovering from a major operation. Friends will be delighted to learn that although he is still quite weak, he is feeling better every day and is looking forward to the publication of his new book, "Bed, Bath and Bedlam."

♦ ♦ ♦

N. W. Storey writes that he has been appointed manager of the Phoenix Country Club and reported on July 1. He succeeds Roy Sincere, whose death was reported in March.

Mr. Storey formerly was manager of the Forest Lake Country Club, Columbia, S. C., and reports he has inherited a fine staff and club.

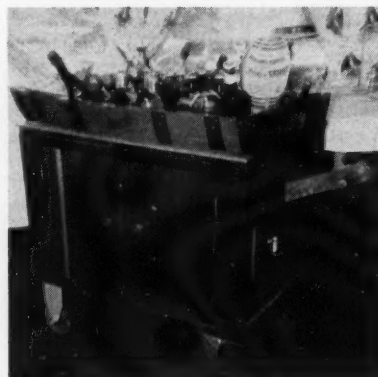
♦ ♦ ♦

The Riverside Country Club, Lake Jackson, Texas, has appointed **George Ellmore** manager. Previously he was assistant manager at the Houston Country Club.



Fred W. O'Brien

New assistant manager of the Detroit Boat Club is **Fred W. O'Brien**. He was formerly assistant manager of the Detroit Club.



Shown here is the wine wagon which is effective in selling wine at the Princess Anne Country Club, Virginia Beach, Va., reports Manager **Roy M. Niel, Jr.**

♦ ♦ ♦

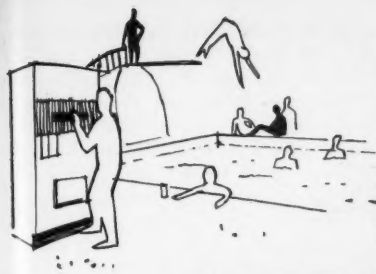
Alex Stewart has been named general manager of the Palo Alto (Calif.) Hills Golf and Country Club. He recently resigned as manager of the Silverado Country Club, Napa.

Palo Alto Hills is a new country club and the course will be started within the next month or so. Presently the club has reached a membership of 700, with about 60 on a waiting list.

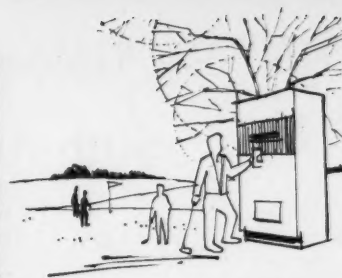
♦ ♦ ♦

John C. Birchfield has been appointed manager of the Meadowbrook Country Club, Richmond, Va. Formerly he was manager of the Highland Park Country Club, West Monroe, La.

Mr. Birchfield was graduated from the Cornell University school of hotel administration in 1957, but since 1951 has worked in various departments of hotels and clubs.



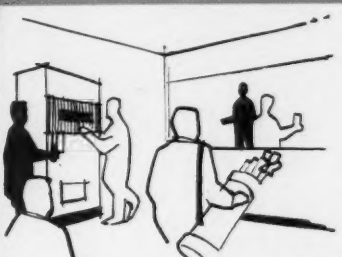
SWIMMING POOL



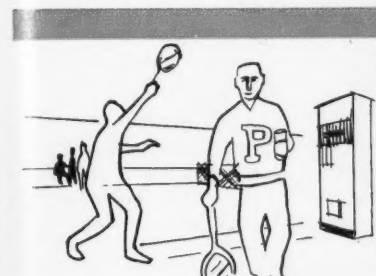
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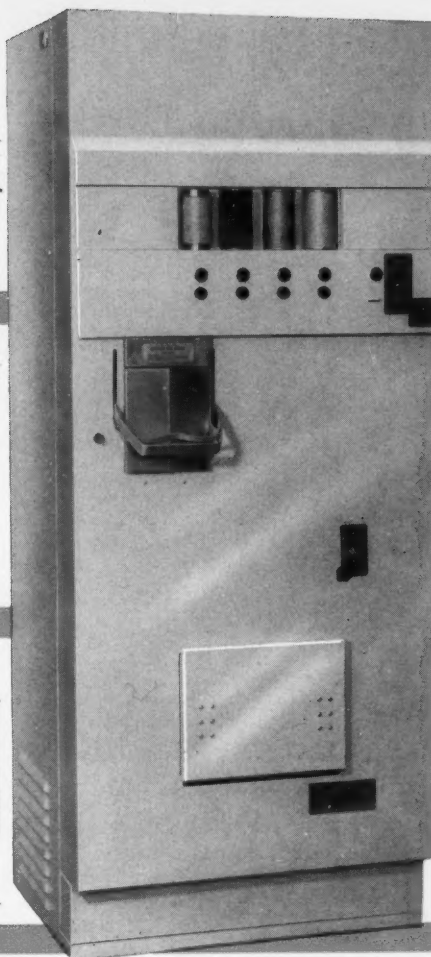
CLUB HOUSE



TENNIS COURT



LOCKER ROOM



CONVENIENCE PLUS

PneuVend can vendors mean no bottle losses, no breakage, and no glass hazards. Real convenience for you and your club members simply drink and toss empties away—no return problems! Thirsty purchasers enjoy soft drinks in cans because they stay colder longer and quality never varies.

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The Des Moines Club Celebrates 50th Anniversary

... Frank Dowie, Sr., Honored



The buffet table as it looked at the 50th anniversary party of the Des Moines Club.

THE Des Moines Club honored its ten remaining charter members, past presidents and secretaries at its 50th Annual meeting and dinner May 5.

A feature of the evening was the presentation of a gold watch and a certificate of honorary membership in the club to Manager Frank Dowie, in recognition of his service for the past 47 years. Although the club was organized in 1909, actual operations did not begin until April 13, 1912.

Another feature of the evening was the presentation of a framed certificate of charter membership to each charter member and the introduction of the past presidents and secretaries. Each group was seated at separate tables.

Frank Dowie, Sr., is congratulated on his 47 years of service at the Des Moines Club.



The month of May, being designated as "celebration month," one of the highlights was an open house party for members and their families, on the 19th. Over 800 guests were present on this occasion. Monogrammed ash trays bearing the 50th anniversary insignia were presented to the guests as souvenirs. This party was a great success and thoroughly enjoyed by all.

Mr. Dowie, who was named manager of the club in 1920, is honored in the club's anniversary book with a full page picture and another page of tribute to his services to the club over the past years. The tribute reads, in part:

"The development and growth of the Des Moines Club is most closely linked with the club management career of Frank Dowie, Sr. . . . His energy, ambition and unfailing courtesy have contributed much to the club's success. Frank is regarded as one of the best private club managers in the United States."

Kenneth Meisnest, CMAA vice president and executive vice president and manager of the Washington Athletic Club, Seattle, was recently elected to a three-year term as trustee of the Seattle Chamber of Commerce.

W. H. "Bill" George, general manager of the Niagara Club, Niagara Falls, N. Y., has informed us that the \$250,000 addition and modernization of the club has been completed. The entire club has been air conditioned. A new men's trophy grill and a billiard room with all new equipment have been added. The walls of the billiard room have large panel murals painted from prints of French billiard rooms of the 17th century. Two new executive dining rooms, named the Niagara and Cataract, are being used exclusively for private luncheons, dinners and meetings.

A beautiful lounge-library features full-length walnut paneling and large picture windows overlook the rapids just above the great cataract. There is also a new, special ladies entrance to a well appointed and modern cocktail lounge.

Plans are now under way for four new bowling alleys with automatic pin spotters and a service snack bar. The club directors are also contemplating the enlargement of the kitchen and installation of electric equipment.

♣ ♣ ♣

S. T. "Ben" Sheets, former CMAA director and manager of the Lake Shore Country Club, Glencoe, Ill., writes that he is well on the road to recovery from an operation he underwent following the CMAA conference last February in Houston.

Originally diagnosed as a minor operation, complications developed necessitating a period of rest which includes a ban on golf, lifting and climbing stairs. In order to follow his surgeon's advice, Mr. Sheets resigned his position at Lake Shore. Returning to his home in Madison, Ind., he found his mother very ill and after hospitalization in Madison and Louisville she passed away on June 23 at the age of 77.



Milwaukee Country Club boasts one of the few complete poolside kitchen and bar installations, which was built at the insistence of Manager William A. Buescher, Jr., at the time the pool was constructed in 1958. It has proved its worth from the beginning because in the first season a net profit of nearly \$6000 was made. In addition, the poolside offers an unusual site for small party groups and this location has become a favorite spot for members wishing to entertain either formally or informally. Shown standing in front of the service counter of this completely tiled kitchen are, from left, R. H. Pohndorf, pool manager; Mr. Buescher; Mrs. Shirley Clark, CLUB MANAGEMENT; and Mrs. Buescher.

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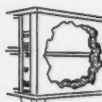
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Otto Lerner, for the past six years manager of the Toledo (Ohio) Yacht Club, writes that he has been appointed manager of the Tippecanoe Country Club, Canfield, Ohio, and assumed his new position on July 1.

Mr. Lerner has managed clubs in Ohio for many years. He is a member of the CMAA and the Ohio Valley Chapter.



Brookview Country Club, Minneapolis, will begin work this fall on a project that will convert it to a year around town and country club, according to a letter received from Lee C. Barr, manager.

Additions include indoor and outdoor swimming pools, tennis courts, eight bowling alleys, health studios and steam rooms for both men and women. Locker rooms, kitchen, men's grill and dining rooms will be enlarged. A complete sprinkler system will be added to the golf course.

In order to finance the improvements memberships will be increased from 200 to 275 playing members and from 100 to 450 social members.



Henry Hinrichs has assumed his new duties as manager of the Edgewood Valley Country Club, La Grange, Ill.

Previously he was manager of the La Grange Country Club for three and a half years, and prior to that was engaged at Medinah Country Club, Olympia Fields Country Club, South Shore Country Club and the Chicago Athletic Association, all located in the Chicago area.



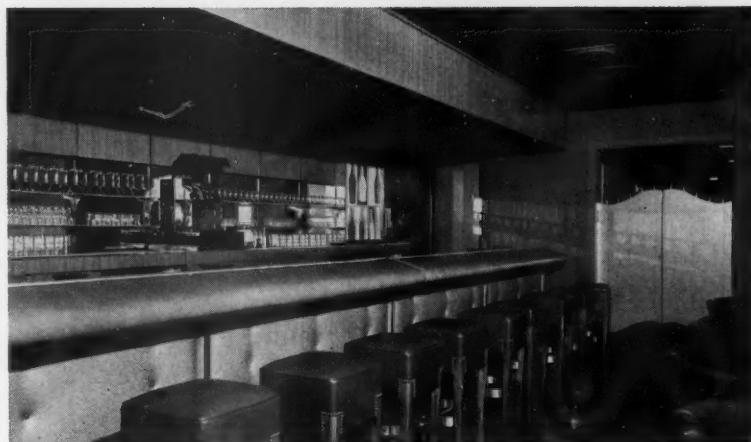
Al G. Kronsbein, who retired from active club management in 1958, writes that on June 30 the Uptown Club, New York City, Charles W. Walton, manager, closed and the club will be dissolved.

Many of the members of the staff have been employed by the New Harborview Club which will open about September 1 in the Produce Exchange Building, New York.

COUNTRY CLUB MANAGER WANTED

A well established private country club in a fairly large midwestern city is seeking a manager who is presently successfully employed in that capacity in a smaller club. The man being sought is now earning about eight thousand dollars a year and whose sole reason for considering a change is a conviction of his preparedness to advance in the field. He must be completely competent to administer full club-house facilities in respect to housekeeping and service, operate a dining room and bar to the satisfaction of discriminating people and have ability to plan and execute social programs and stag functions. Satisfactory reference to prove the right to be considered for an upward step in a successful career must be furnished together with biographical material, a small photo and a statement of salary requirement. The position will be open as early as September 15th and it is hoped will certainly be filled by November first. Before replying, please read this again. ADDRESS: Box 47-Y, c/o CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

Back Bar Displays



Above is the Gusher Room, the bar of the Robinson (Ill.) Elks Club, showing the attractive back bar display of Libbey glassware, an open invitation for members to order their favorite drinks. Below is a similar display on the back bar of the Wilshire Town Club, Los Angeles. Merchandising like this helps promote the bar's over-all service and is a subtle suggestion of the variety of drinks available.



Greenbriar Hills Country Club, St. Louis, has nearly completed a \$350,000 building program under the supervision of Manager Thomas Devlin.

Three new golf holes have been constructed to replace those taken by a highway improvement program. To the old clubhouse has been added locker areas for men and women, an enclosed terrace area, new ladies lounge and powder room and a new pro shop. Additional space was made available for the kitchen.

Ralph R. Schatz writes that he is now manager of the Saratoga (N. Y.) Golf and Polo Club for the summer season. Previous positions include Mill River Country Club, Stratford, Conn., Country Club of New Canaan, Conn., and resident manager of the Greenwich (Conn.) Country Club.



"The Little Admiral," recently launched by the Commissioned Officers' Mess, New York Naval Shipyard, Brooklyn, is an attractive slick-paper publication that is bursting with information for club members. One interesting item reveals that both Manager R. J. Herbert and his assistant, L. T. Dooner, will attend the short course in club management at Cornell University this month.



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Bulletin of the CLUB MANAGERS ASSOCIATION OF AMERICA

VOL. XV

AUGUST, 1959

No. 5

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Dear Fellow Member:

This year your chapter relations committee continues work on the ambitious program that was initiated by the committee last year, and we are developing other interests that affect chapter activity.

There are still several chapter boundaries that have not been clearly defined and in some instances chapters either do not have or are not able to locate the charter granted them by CMAA or the set of by-laws by which the chapter operates. On each of these points, where applicable, your regional directors are anxious to help. We hope the chapters will not only invite the regional directors to attend their meetings, but will call on them freely for assistance or advice.

Another project that we are undertaking is the re-establishment of the chapter achievement competition, culminating in the selection of the outstanding chapter of CMAA for the year and the presentation of the award at the national conference. Good, keen competition is a healthy thing and we feel that chapters may get an added stimulus during the year, knowing that all phases of their activities will have a bearing on their standings and on the final selection of the winner of the award.

Each chapter president has received a copy of the achievement award questionnaire, so knows that basis for judging and requirements for competition. Each questionnaire when completed and returned will receive consideration and your committee will select the final winner and make the award at the Pittsburgh Conference.

We hope that every chapter will complete and return the form at the proper time (by December 1). It could actually be used by the chapter president as his annual report. And as for the chapter achievement award, may the competition be keen and the best chapter win.

JOHN G. OUTLAND
Chapter Relations Committee

CMAA Summer Work Shops— Last Call

AUGUST will mark the opening of the CMAA summer work shops with the first session scheduled to be held on the 17th and 18th at Northwestern University in Evanston, Illinois. Everett Woxberg, Evanston Golf Club, Skokie, Illinois, is handling arrangements and reports that by June 29, ten registrations had been recorded.

Mr. Woxberg believes that this year's work shops should be the most interesting and educational in the two years that the CMAA has sponsored these annual seminars.

An excellent travelling staff has been appointed, made up of Travis Elliott, nationally known management and personnel consultant currently retained by the National Restaurant Association; Leonard Taylor,

president of Benco Party Favors, experienced in developing party themes; Mickey Houston, a veteran in the wholesale produce business; Professor Matthew Bernatsky, director of the hotel and restaurant school at Denver University; and Dr. Lendal Kotschevar, professor of home economics at Montana State University.

In addition, each chapter sponsoring a work shop will provide local speakers who will talk on specific club problems. Mr. Woxberg reveals that Edward McFaul, a dynamic and up-to-date expert in personnel management, has been selected for the Northwestern work shop.

Room reservations for Evanston should be made individually. If you are not familiar with housing facilities in Evanston write Mr. Woxberg

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CMAA Chapter News Section

at his club and he will handle room reservations for you. The reason there will be no special headquarters is because so many events have been planned for that week in Chicago it is felt those attending will probably want to stay the entire week in order to take in such events as the Pan American Games at Soldiers' Field, or the All-Star football game which will be held August 24.

Following Evanston, work shops will be held at the University of Denver, Denver, on August 20 and 21; at the University of Washington, Seattle, August 24 and 25; and at San Diego University, San Diego, on August 27 and 28.

Following a short Labor Day week-

end interval the work shops will be resumed at the University of Pennsylvania, Philadelphia, on September 10 and 11, and at Michigan State University, East Lansing, Michigan, on September 14 and 15.

News of the Chapters—

New York State

Reported by Richard C. Gibbs,
Secretary

The New York State Chapter held its June meeting at the Monroe Golf and Country Club in Pittsford, N. Y.; Bob Standish was host. Central New York State Chapter President James Nemeti and Vice President W. Kyle were guests of this chapter. Earl Manly, New York State Chapter president and regional director set boundary lines for both chapters.

The chapter held its annual family day picnic at the home of Franz and Mary Bach on Monday, July 6. There was a record attendance of children to enjoy Franz's famous "hayride," prizes and games.

Mr. Manly presented Franz with a virgin wool jacket as a combination birthday and going away gift from the entire chapter. Franz very recently retired after 30 years with the Park Country Club in Williamsville, N. Y., and left for Europe on July 10, for an extended vacation.

The next regular chapter meeting will be held at the Rochester Yacht Club, August 10. Matilda (Mickey) McCoy has planned a day of sailing before the dinner meeting.

O-K

C. C. "Jack" Hall, manager of the Crestview Country Club, Wichita, Kan., was

Officers and directors of the O-K Chapter include, from the left: Wayne Vanderpool, secretary-treasurer; Pat Johnson, director; Bill Schardein, director; Jack Hall, president; Lynn Markham, director; Frank Wallace, outgoing president; Max Goldner, director; and Earl Kauffman, vice president.

elected president of the Oklahoma-Kansas Chapter May 25 at a meeting held in Wichita at the Petroleum Club. The election of officers came during the last day of a two-day meeting.

Other new officers are Earl H. Kauffman, Tulsa (Okla.) Country Club, vice president; and Wayne Vanderpool, Rolling Hills Country Club, secretary-treasurer.

Directors include Louis Boswell, Petroleum Club, Tulsa; John Coons, Elks Club, Stillwater, Okla.; Max Goldner, Officers Club, Ft. Sill, Okla.; Pat Johnson, Hillcrest Country Club, Bartlesville, Okla.; Lynn Markham, Petroleum Club, Oklahoma City; and Bill Schardein, Hillcrest Golf and Country Club, Oklahoma City.

Josef Auerbach, manager of the Wichita Country Club, was host to the visiting managers and their wives at a dinner-dance held on May 24.

Josef Auerbach, left, manager of the Wichita Country Club, displays some of his table decorations at a meeting of the O-K Chapter. Included was a swan cut from a 200-pound cake of yellow-colored ice. Looking on are, from the left, E. H. Kauffman, Frank Wallace and Ray Martin.



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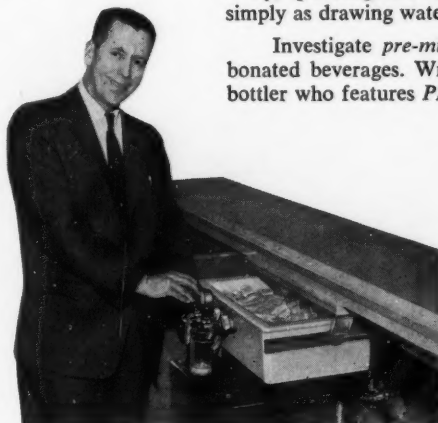


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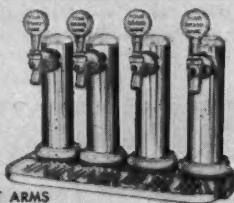
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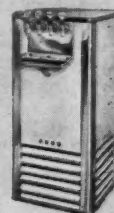
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CMAA Chapter News Section

Badger State Chapter

Reported by Richard A. Henry

Members of the Badger State Chapter met at the Meadowbrook Country Club, Racine, on June 22, with Chapter President and Mrs. G. L. Backus as hosts. Also on hand to welcome members was Club President and Mrs. R. L. Hagensick.

Following an afternoon of golf a short business meeting was held during which minimum spending and valet service were discussed, as well as the Tri-Chapter meeting which our chapter plans to hold in Madison in November. Members of the Chicago District and Upper Mid-West chapters will be invited to attend this two-day meeting, and letters received from these chapters indicate a great deal of interest among members.

There was a discussion on methods of raising money for the chapter and Wes Clark, managing editor of CLUB MANAGEMENT, who, with his wife, was a guest at our meeting, pointed out that by working up a chapter section the chapter could both earn money and gain recognition for the chapter and for individuals.

It was reported that an invitation has been received from the Wisconsin Stewards & Caterers to attend a buffet demonstration at the Milwaukee Auditorium on July 13.

Jack O'Neil announced he has accepted the management of the Decatur



Badger State Chapter Members are pictured at the Meadowbrook Country Club, Racine, at the June 22 meeting. Manager G. L. Backus reported that his club is about to embark on a \$200,000 remodeling program.

Country Club, Decatur, Ill., so had to withdraw his invitation to hold our September meeting at Pine Hills Country Club.

Following cocktails a very enjoyable dinner was served spiced by anecdotes and stories related by some of our after-dinner speakers.

Mid-America

Reported by William Lahman, Secretary

Berry Haug, manager of Indian Hills Golf & Country Club, Kansas City, heads the Mid-America Chapter as a result of a June 22 election held by the group.

Rounding out the slate of officers are Charles Fatino, Milburn Golf & Country Club, vice president, and William Lahman, Quivira Country Club, secretary-treasurer.

The annual election was held at a regular meeting at Indian Hills. Mr. Haug succeeds Edwin T. Driscoll, manager of Mission Hills Country Club, at the helm

of the chapter. Mr. Fatino was re-elected to the vice presidency and Mr. Lahman, who has served as treasurer for the past year, goes into a newly-created post which combines the offices of secretary and treasurer. Mrs. Harriette Woods of Kansas City Country Club is the retiring chapter secretary.



Pictured above, center, is Berry Haug, new president of the Mid-America Chapter, flanked on the left by William Lahman, secretary-treasurer and Charlie Fatino, right, vice president.

A tentative meeting schedule for the remainder of 1959 was set by the group as follows: August—Quivira; September—Milburn; October—Mission Hills; November—University Club.

New England

Reported by Bea Phillips, Secretary

A meeting of the New England Chapter was held on June 8 at the Signet Society, James A. Gibbons, chapter president, and Mrs. Gibbons, as hosts.

This was a dinner meeting, and ladies' night. Guest of honor was Daniel M. Layman, president of the Club Managers Association of America, and manager of the Union League of Philadelphia.

A short business meeting was held, at which Alan J. Byer, manager of the Lanam Club, Andover, Mass., was elected to membership.

Charles Wallace, manager of the Har-



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CMAA Chapter News Section



At right are Midlothian officers present for first Chicago field day. They were President and Mrs. Haffner, Vice President and Mrs. Armour, Executive Committee Chairman and Mrs. De Mets and



Finance Committee Chairman and Mrs. Murray. Manager and Mrs. Al La Monte are also included. At left is an over-all view of the party.

vard Club, reported that draft of the new constitution and by-laws for the chapter would be in the mail for study by the membership in time for discussion and adoption at the next meeting, sometime in September.

After the meeting a most delicious roast beef dinner was served. President Gibbons introduced Mr. Layman, who described many of the facilities and services available through national headquarters, and the importance of same; also that irrespective of the size of our clubs, we have much to learn from each other.

President Gibbons presented a token from the chapter to President Layman—a copy of the novel *Drums Along the Mohawk*—and Walter D. Edmonds, author, and president of the Signet Society, autographed the books; also, for presentation to his wife, Mr. Layman was given a copy of *The Proper Bostonian* autographed by the author, Cleveland Amory, who is also a member of the Signet Society.

Chicago District Chapter

Reported by Agnes Toner

The largest crowd in recent years was on hand to enjoy the first Chicago club managers field day held on June 29 at Midlothian Country Club with Manager Al and Lucille La Monte host and hostess. Their excellent planning and personal attention to every detail made this outing a tremendous success.

Golfing and swimming were the order of the day. About 40 golfers enjoyed the beautiful, championship Midlothian course, while other chapter members lounged around the pool or played cards.

Following cocktails and hors d'oeuvres an excellent dinner was served, prizes awarded, and Johnny Brewer and his orchestra played for dancing.

Jack Febel, Bryn Mawr Golf Club, and Tony Roma, Idlewild Country Club, were winners of the blind bogey. Jerry Marlatt, Flossmoor Country Club, was awarded booby prize for the greatest number of strokes. Mrs. Febel made it a family sweep when she won first prize

for low score for the ladies. Myrtle Klein of the Merchandise Mart won booby prize for highest score. Door prizes went to Mrs. Steve Diamant, Twin Orchards Country Club, Miss Josephine Costello, fiancée of Mr. Roma, and Mrs. Ray Wagman, Racine Country Club. Surprise award of the evening was the presentation of a silver serving pitcher to Mrs. La Monte.

Midlothian officers who were on hand to welcome guests were President and Mrs. Earl Haffner, Vice President and Mrs. Norbert Armour, Executive Committee Chairman and Mrs. Pierre De Mets, and Finance Committee Chairman and Mrs. John J. Murray.

Among the guests were Mr. and Mrs. Wesley H. Clark, managing editor, CLUB MANAGEMENT, St. Louis; Mr. and Mrs. Mel Fraccaro; Mr. and Mrs. Philip Soreno and Mr. and Mrs. Donald Disteldorf.

Evergreen Chapter

Reported by J. F. McCarthy

The annual golf tournament and June meeting was held June 22 in Tacoma. The golf tournament was held at the Tacoma Country and Golf Club. The social hour, dinner and meeting were held at the Tacoma Club beginning at 6:30 p.m.

The meeting was called to order by President Glen Durbin, who expressed thanks on behalf of the Evergreen Chapter to Robert Hollister and the Tacoma Club for the enjoyable social hour and excellent dinner. Mr. Hollister introduced his guests, Mr. and Mrs. Earl Reynolds, stating that Mr. Reynolds had been manager of the Tacoma Club for many years prior to his retirement in 1957 when he was succeeded by Mr. Hollister.

Mr. Bernhard reported that he was checking with the Inland Chapter and the Oregon Chapter regarding the geographical boundaries proposed for the Evergreen Chapter.

In the absence of Joe Bowen, general chairman of the work shop, Mr. McCarthy reported on this activity. He reminded everyone that the dates for the



Teeing off at the Chicago District club managers field day.

work shop to be held at the U. of W. were Monday and Tuesday, August 24 and 25. Sub-committee chairmen have been appointed, and as this event is only two months away the necessary publicity will be started in the near future.

Motion was made and carried that three of the monthly meetings throughout the year should be strictly business meetings confined to members only.

There was a general discussion regarding the wage and hour law passed by the state legislature that went into effect June 11 and which is being contested in court for its validity. Various club managers told how it affected their clubs and the steps they were taking to handle such as revising the daily rate, paying overtime, etc. There was also a general discussion regarding the handling of tips as wage payments to the employees where the club actually collects and disburses the amount of the tips.

President Durbin expressed appreciation to Bob Bernhard for providing the luncheon and golfing facilities of the Tacoma Country and Golf Club. The weather was perfect, making a very enjoyable day of golf.

Cleveland Chapter

Reported by Jim Tukesbrey, Secretary

The chapter met on May 18 at the Wade Park Manor Hotel, Cleveland.

President Kopf thanked Mr. and Mrs. Owen C. Obetz for the fine dinner and



Clarence W. Taylor, Vice President in Charge of Production at the Taylor Winery, answers a question often asked by visitors:

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CMAA Chapter News Section

hospitality and then introduced Messrs. Robert Brinks and Dick Murdoch of Economics Laboratory, Inc. who in turn showed a very interesting film entitled "Flying Saucers"; a brief discussion followed the movie and then the meeting was continued in the ball room.

President Kopf expressed, with regret, the necessity of his resigning as president due to having accepted a position as manager of a hotel in Cleveland. His

resignation was accepted with regret. Vice President Peter LaPlaca then took command and wished Mr. Kopf the best of luck in his new position.

Henry J. Williams was elected to membership.

The donation of \$100.00 sent to the CMAA Benevolent Fund was returned because of complication it would create. Motion by Jack Taylor and seconded by Jack Kozar that the check be redeposited

to the savings account was carried.

Peter LaPlaca was appointed president of the Cleveland Chapter to fill out the unexpired term of Mr. Kopf.

San Francisco

Reported by Joseph E. Castillo,
Secretary

On June 16, the San Francisco and Bay Area Club Managers Association held their meeting at the Orinda (Calif.) Country Club. This was a social event and no business was transacted.

There were approximately 40 members and their ladies present, a number of whom enjoyed lunch, golf and a lovely afternoon around the pool. Mrs. Clarke Mathews did a magnificent job of entertaining the ladies.

Clarke Mathews, our genial host, was given a gracious vote of thanks by President Fred Irvin on behalf of all present, for such a warm welcome to his club. A very elaborate display of hors d'oeuvres were served along with cocktails, followed by an epicurean dinner. Every detail of the dinner was planned in a manner of perfection as only Clarke knows how. The food was most palatable, the choice of wines would please the most discriminating, and the service was beyond reproach. The attending club managers and their ladies were pleased at the fabulous event.

We were privileged to have Herbert Franklin (retired) past president of our chapter and honorary member, show slides and give a most interesting talk on his recent tour of Europe.

An overwhelming welcome and thanks, went to "Bill" Martin, regional director, for taking time out from a very busy evening at his club to stop by for a few minutes to encourage support of the forthcoming short courses to be presented on the West Coast.

Our next meeting will be held at the Concordia-Argonaut Club with Ken Simmons as host.

National Capital

Reported by Marie L. Knapp,
Secretary

On May 18 the members from Washington and Virginia journeyed to Baltimore to join the members of that area in a meeting at L'Hirondelle Club with Loy Jones as host.

This was one of the outstanding occasions of the year starting with a cocktail hour at 6 o'clock. About 60 were present and enjoyed a most delicious buffet supper with the famous Maryland Crabs served in many ways beginning with the Crab Soup and numerous other entrees both hot and cold.

Gene Franklin and his Pier 5 Jazz Band kept the evening very gay. Colin



When members turn on the *Act-O-Matic* Shower Head it delivers refreshing, satisfying bathing. Its volume controlled cone-within-cone spray distributes the water evenly. Patented automatic action flushes the interior of the shower head after each use, discharging all

particles that clog ordinary shower heads. It never sprays wildly and there's no dripping after the shower is turned off. Its exclusive design provides greater bathing enjoyment, with big water and fuel savings. Present shower heads can be replaced without special tools.

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T. Montgomery, president of L'Hirondelle Club, and Mrs. Montgomery, also the treasurer, Mr. Andrew Merle, Jr., and Mrs. Merle were there to join with the club managers and their wives in the evening's entertainment.

At the close of the evening President Montfort thanked Loy Jones for the wonderful hospitality the Baltimore members had shown.

On the evening of June 15 about 50 members and their wives met at the Army Navy Club in Washington, D. C., at 7 o'clock with William H. Crawford as host. After a pleasant social hour a delicious buffet supper was served. There was a separate pastry table from which to select dessert. It was not only a beautiful sight, but offered most delectable sweets.

For the educational program of the evening, Mrs. Lillian Walsh, member of the American Institute of Decorators, and now on the staff of Don D. McAfee and Associates in Washington, D. C., discussed unusual and practical ideas for home or club decorations. Mrs. Walsh had some new and interesting fabrics and she gave helpful ideas on choosing colors. One new fabric shown was a wall covering of felt-like material simulating brocade, which is good for absorbing sound. This was a program which the wives enjoyed as much as the managers.

After the program Frances and Bill Crawford took groups through the club to see some of the areas used for private entertaining. This included a visit to the delightful dining and dance terrace on the roof. Not too long ago the Army Navy Club added a large section to their building and the newly decorated rooms were as interesting as ideas discussed by our guest speaker.

Pittsburgh

Reported by Leora E. McCune,
Secretary

The regular monthly meeting of the Pittsburgh Chapter was held at Longue Vue Club on June 22. The presidents and chairmen of the house committees were invited as guests and the many clubs were represented. The host club was well represented by their president, Hudson Samson, as well as other officers of the club.

A pleasant social hour preceded a very lovely dinner in the most attractively decorated ballroom.

The feature part of this excellent meeting was addresses by Richard E. Daley, manager of the Army Navy Country Club and past president of the CMAA, who presented the educational program of CMAA and the advantages of CMAA to a manager and his club, Walter A. Slewinski, attorney, and legal counsel of CMAA, who presented - taxes, and

James Potts, secretary of WPGA, who presented insurance.

John Wilmsfloet, chairman for the investment of the Roy Gardner Scholarship Fund, suggested using this for advertising purposes at present and then, after the conference, decide what to do with this sum of money. Mr. Daley suggested using this money for the educational pamphlets that the national intends to publish and commemorate the name of Roy Gardner in this way.

Mile High

Reported by Finn Petersen,
Secretary

A few members gathered at Cherry Hills Country Club for lunch and golf on June 15, Horace Duncan, host. The regular meeting, with wives attending, was held at the University Club that evening. Arch and Berenice Dillman,



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CMAA Chapter News Section

hosts, served a dinner which will long be remembered.

President Duncan introduced O. T. Nations of the State Employment Agency, who explained his position with State Employment and his interest in being of help to the Club Managers Association. He suggested several methods of procuring better screened employees. The president appointed a committee consisting of Gary Stay, Mark Toray and Finn Petersen to look further into the ideas Mr. Nations presented.

Mr. Duncan, in his capacity as regional director for the national association, gave a report on his work within his territory—Colorado, Wyoming and Montana.

The president informed the members that a special report has been received from Henry Barbour covering the past convention in Houston which he feels will be of great help to the Mile High Chapter in planning the 1961 convention in Denver. Copies of the report will be mailed to all members.

Bud Hall reported on the summer workshop and requested local support for the program. He pointed out that we do not have to do any promotion outside our chapter as all promotion of this kind is done by the National Association. Bud Case recommended full support from Mile High members for this Denver workshop and stated his feelings that everybody who possibly can, should attend.

The President extended special appreciation to Bud Hall for his outstanding survey of wage scales in local clubs.

Plans are already underway for the 1961 convention.

St. Louis District

Reported by Opal Thomas,
Secretary

The June meeting of the St. Louis District Chapter was held on June 24 at the Westborough Country Club with Mr. and Mrs. Ray Karr as hosts.

An interesting round-table discussion was held touching on several subjects including labor, food service and the chapter's future plans. Thomas Spillane, chapter president, presided.

The evening also included a sound-color slide presentation on how wine is made, given by the local Taylor Wine representative, Paul Curtin, who is also a member of Westborough.

The chapter enjoyed refreshments and an excellent dinner at which Taylor wine was served.

Connecticut

Reported by Leon J. Sherman,
Secretary

The last meeting of the Connecticut Club Managers' Association was held on

June 22, at Indian Hill Country Club, Newington, Conn. The meeting was conducted by Walter J. Satterthwait, Jr., president.

Grant Ruse reported progress on the golf tournament to be held this summer. It will be held on August 17. Details will follow.

A letter was read from the Cryovac Co., thanking the association for allowing them to show the picture at the last meeting.

James Diamond reported on the by-laws. After a discussion, it was moved to table the proposed by-laws until after a meeting of the board of directors, and then they will be presented for further action.

David Traub showed a movie on wine-making, showing the complete process from the growing of the grapes in the vineyards to the bottling of the finished product. The movie was taken at the Almaden plants in California.

A rising vote of thanks was given our host, John Harris, for a most enjoyable evening.

'Bama Chapter

Reported by Lamar Ham, Jr.,
Secretary

The 'Bama Chapter held its spring meeting at the beautiful Isle Dauphine Club on the Gulf Coast near Mobile.

One of the highlights of the two day meeting was a cruise of the Mobile bay area on the State Docks Yacht.

New officers were elected at the business meeting held aboard the yacht. James E. Rushin succeeds Jerry Caldwell as president. L. J. Griffiths succeeds Andrew J. Knowles as vice president and Lamar Ham, Jr., remains as secretary. Dave Anderson, manager of the Pensacola (Fla.) Country Club, was the speaker at the opening banquet on Sunday evening. He also conducted a round-table discussion aboard the yacht the following day.

Southern California

Reported by Henri C. Tubach,
Secretary

The June 30 meeting was held at the plush Valley Hunt Club, Pasadena, organized in 1888 where the fashionable fox hunts were held in the gay nineties.

Le Festin de Vin was stupendous, and the three executive chefs, with their black hats (La toque noire, only 14 in the select société), were a picture as they stood behind their chafing dishes, serving the feast that would tickle the palate of any gastronome.

Fourteen managers played golf at Annandale and Cliff Halstead delighted his opponents by clouting numerous balls

CMAA Chapter News Section

"out of the park" at the tough 16th hole.

Everyone listened very attentively to the speaker of the evening, Al Levie, author and lecturer on meats. He covered all phases of proper meat buying, such as inspection, grading, special problems, specification and good buying habits. It was one of the sharpest educational topics ever presented to us.

Our genial host was Tullie W. "Jerry" Cato, who engineered a very enjoyable evening for us.

New Jersey

The 12th annual golf tournament and regional meeting of the New Jersey Chapter was held July 10 at the Canoe Brook Country Club, Summit, with Herb Moran, manager, as host.

CMAA President Daniel M. Layman of the Union League of Philadelphia headed a list of speakers which also included R. Paul Mitchell, president of Canoe Brook, and Paul A. Gorman, on the board of trustees of Canoe Brook.

Also on the program was a golfers buffet luncheon, a golf tournament with prizes, and an exhibition of trick golf shots and a golf clinic by Paul Hahn.

Ohio Valley

David Haller and Hector MacNeil will host the August 16-17 meeting of the Ohio Valley Chapter in Evansville, Ind.

Illini

Reported by Betty M. Brewer, Secretary

Twenty members of the Illini Chapter held a meeting on June 29 at the Jacksonsville (Ill.) Country Club with Manager Betty Brewer as hostess.

Four new members were welcomed into the chapter and Robert Gynn of the Decatur Club was appointed chairman of the educational program which will be introduced at the next meeting in August.

The round-table discussion and business meeting was followed by a social hour and dinner.

Opens New Plant

Canada Dry has officially opened a new "master" plant for New England which it describes as the region's largest, most modern in the soft-drink field, at Waltham, Mass. The plant will be able to produce more than 5,000,000 cases per year.

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Soft Drinks, Beer, Food Service Available To Members on Club Course

By Horace G. Duncan, Manager

Cherry Hills Country Club
Denver



Manager Horace Duncan stands at the counter of the new Cherry Hills refreshment stand while attendants look on.

WE have constructed on our golf course a refreshment building to enable golfers to procure soft drinks, beer and food while out on the course, and it has met with rapid approval by our membership.

The building is constructed of antique brick and designed similarly to the main clubhouse. Its construction involved bringing in power for electric service 200 yards across the golf course, and it is equipped with 110

volt electricity for normal lighting, plus 220 volts for electric cooking.

We had to run piping more than 200 yards underground to bring in water. In the attic of the building is a supplemental water tank to provide ample pressure for water in the kitchen as well as the rest rooms.

Just south of the building we constructed a leaching field to provide modern restroom facilities.

Included in the kitchen is an elec-

Cherry Hills Country Club members enjoy soft drinks and beer at the new refreshment stand on the golf course.



tric grill and charcoal broiler, a work table area for preparation of food and a refrigerated sandwich unit. In addition, of course, is a soda fountain and a complete line of soft drinks and beers.

Also, we serve an assortment of sandwiches such as hamburgers and steak sandwiches cooked to order, hard boiled eggs, tomato juice, grapefruit juice, iced tea, iced or hot coffee, various types of candy bars, chewing gum, buttermilk, and sweet milk, and we are prepared to serve any additional items the members might like.

The serving areas of the building are equipped with aluminum windows which may be rolled up and down on a roller and can be securely locked at night. The building is equipped with an electrolarm burglar system wired directly to the clubhouse, and any breaking or entering will alert management.

On the number 13 and number 6 tees, under a roof of shake shingle which covers the water fountains there are installed communicating systems to the halfway house. Members can place their orders with the refreshment stand simply by talking into this communicating system, so that after their tee shots they can go by and pick up their food. Menus are

placed at the communicating points so the members can pick out exactly what they want.

The cost of this refreshment stand was approximately \$14,000—and when it first opened sales ran about \$100 a day. I believe that by the end of this summer we will have it on a basis so that it will amortize itself in a five or six year period.

Wine —

(Continued from page 17)

cific wine with each menu item; all make wine ordering easy.

The best salesman is a bottle of wine being enjoyed at the next table. Alfred Dopff, wine grower and liqueurs producer in Alsace, provence, France, feels that wine drinking is a habit that in many respects is contagious:

"Go to a restaurant where everyone is drinking wine, and you will order wine as a matter of course. Go where no one is drinking wine, and your inclination, if you are a regular wine drinker, is not to order wine.

"We see Americans come to France and they drink at lunch, and dinner because it is the custom and everyone is doing it. The moment they return

THE STICKIEST WICKET



In which Hugh Bentley-Giddings botches the attempt to smuggle Lamplighter back from the States to the Empire for his own personal use.



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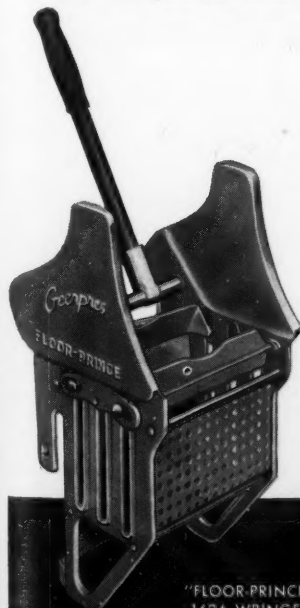
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they instantly get out of the habit.
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Sell your members on acquiring this beneficial habit, and then, don't let them get out of the habit!

Beer Party

(Continued from page 14)

booths laden with prizes of hams, liquors, dolls, etc., each operated by two attendants. Two cashier booths had been set for the sale of tickets, at 25 cents each, for each try at the wheel and, also, for drink tickets at

85 cents, the price of all drinks. In the grill section had been set a portable bar and, near it, a dispensing station for the free beer. Here, too, had been set this cold buffet:

Schwartenmagen (Head Cheese)
Marinierte Herring Fillets (Marinated Herring Fillets)
Senf Gurken (Mustard Cucumbers)
Kalter Aufschnitt (Cold Cuts)
Roter Rubeen Salat (Beet Salad)
Gefuellte Eier (Deviled Eggs)
Tomaten Salat (Tomato Salad)
Kartoffel Salat (Potato Salad)
Weisser Rettich Salat (White Radish Salad)
Salztengel (Salt Sticks)
Salzbretzel (Beer Pretzels)
Pumpnickel (Pumpnickel)
Roggenbrot (Rye Bread)
Bierkaese—Liederkrantz—Limburger

A violin, accordion and clarinet trio

and an accordionist provided music.

At 7 the party moved to the main dining room on the third floor where the hot buffet dinner was served:

Sauerbraten (German-style Sour Beef Pot Roast)
Schweinshaxe gesalzen (Salted Pig-Knuckles)
Siedfleisch garniert (Billed Brisket of Fresh Beef)
Kalbshaxe geschmort (Braised Leg of Veal)
Kasseler Rippchen (Smoked Loin of Pork)
Meerrettich Sosse (Fresh Horseradish Sauce)
Kartoffel Pfannkuchen (German-style Potato Pancakes)
Spatzle (German Noodles)
Kartoffelbrei (Mashed Potatoes)
Sauerkraut (Sauerkraut)
Gedaempfter Kohl (Braised Cabbage)
Rotkraut (Braised Red Cabbage)
Grüne Erbsen auf Bauern art (Green Peas, Country Style)
Apfelstrudel (Apple Strudel)
Apfelkuchen (Apple Pie)
Coffee—Beer

A large stage, backed by a canvas depicting a Bavarian Beer Garden had been set in the dining room and, while dinner was in progress, a male accordionist and the Tyrolean trio entertained. Each cover had a song sheet with songs printed in German and English and, with dinner and the drawing of the door prizes over, the Schnitzelbank Community Singing began. This was followed by a locally famous mixed group, dancing many of the old Bavarian folk dances. Two zither players and the trio accompanied them.

The after-dinner entertainment lasted 45 minutes and afterwards, accompanied by the Tyroleans, a great many returned to the second floor to complete the evening.

Brief statement of Income and Expense:

	Revenue	Costs	Gross Profit	% Gross Profit
Food	\$3750	\$1525	\$1756	46.81
Beverages ..	1813	483	1218	67.18
Booths	2101	801	1161	55.27
	\$7664	\$2709	\$4135	53.95

General Expenses:

Salaries	\$ 234
Hats (500)	520
Advertising	645
Entertainment	523
Rental Expenses	90
Misc.	144
	2156

Net Income on Wing-Ding\$1979

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Lacma Club

Reported by Sylvia Parlamento,
President

On June 18, the women of the Lacma Club (Ladies Auxiliary Club Managers Association of New Jersey) celebrated their 12th anniversary. After a delightful luncheon at Erkander's, near Danville, N. J., our hostess, Margaret Domnauer, invited us to spend the afternoon at the Lake Hopatcong Yacht Club where her husband, Rudy Domnauer, is manager.

Rudy greeted us with an anniversary cake and champagne in honor of the special occasion.

Gifts were exchanged by the ladies. In addition, Ann Bond gave a lovely personal gift to each one present.

During a short business meeting it was voted to continue sending our usual donations to the Salvation Army and the Rockaway Camp for the Blind.

Top Award Winners

Climax to the Culinary Arts Exhibit in Los Angeles earlier this year was the awards dinner for participants, recognizing the winners of which many were clubs.

Executive Chef Frederique Borman



of the Statler-Hilton, left, was presented with the president's trophy. Center is Orby Anderson, executive chef, Santa Ana Country Club, and president of the Chefs de Cuisine Association of California. At right is Daniel Beer, executive chef of the Jonathan Club, which won the grand prize and six other firsts.

Sales Up

Increases in sales and profits for the fiscal year ended April 30 were reported recently by Brown-Forman Distillers. The report showed net sales of \$92,445,460 this year as compared with \$91,476,223 last year. According to the company, which produces Old Forester and Early Times, one factor contributing to the profits picture was the Jack Daniel Distillery, which the company acquired in 1956.

Sales Appointments

Paul F. Zimmerman, manager of the San Francisco sales branch of Libbey Glass has been named the firm's new western regional sales manager. Succeeding him in the San Francisco post is Larry G. Busdieker,

and he is replaced as manager of the Seattle sales office by Joseph V. Shipman.

Mr. Zimmerman joined Libbey in 1952 in San Francisco; Mr. Busdieker started with the firm in Toledo in 1948 and Mr. Shipman came to the company in 1934.

35 SHILLINGS
AND 9 PENCE

IN LONDON

4/5 quart—80 proof

\$5.01

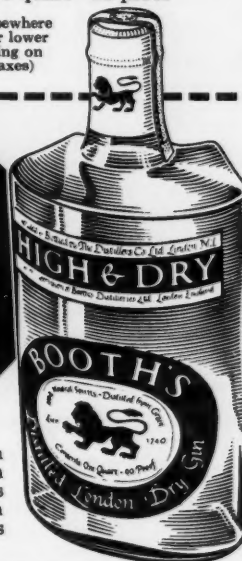
at current rate of exchange

\$4.32

IN NEW YORK

4/5 quart—90 proof

(Price elsewhere
higher or lower
depending on
local taxes)



It is good to know that when you buy Booth's High & Dry Gin in the United States you are getting gin made according to the same formula as the Booth's High & Dry purveyed in Britain. It is the only gin distilled in U. S. A. under the supervision of famous Booth's Distilleries, Ltd., London, England.

DISTILLED LONDON DRY GIN. 90 PROOF. 100% NEUTRAL SPIRITS DISTILLED FROM GRAIN.
W. A. TAYLOR & COMPANY, NEW YORK, N. Y. SOLE DISTRIBUTORS FOR THE U. S. A.



Complete domain of pleasure

in the summer with Beach and Cabana Club, Yacht and Country Club, Championship golf course, 3 swimming pools, Har-Tru tennis courts, Skeet Field, dancing to top orchestras under the stars and entertainer in Hunt Room. Day trips to Williamsburg and Jamestown.

Under direction of Sidney Banks

The
Cavalier
A RESORT CLUB

VIRGINIA BEACH, VA.



FOLDING PEDESTAL BANQUET TABLES

SOLD DIRECT

Over 50 years experience and service back Monroe Folding Tables and other products. Largest factory in the world selling folding tables direct to schools, churches, lodges, clubs, hotels, and other institutions.

Factory Prices and Discounts

Our catalogs are our only salesmen. Our manufacturing and distribution savings are passed on to the organizations and institutions, like the over 51,000 whom we have served.



All Steel Folding Chairs

Monroe-Approved chairs in attractive range of styles, sizes at direct prices. Excel in comfort, durability and ease of handling.



Transport Trucks For Tables and Chairs

Any room set up or cleared in a jiffy. One man can do it. For both moving and storing. Model TSS shown.



Portable Partitions

Panels in tubular steel frames, on swivel casters. Idle space converted to useful areas. Also chalkboard finished, with cork tack boards as shown.



MONROE No. 3 Deluxe 30x96 in. 30 in. high

Easily Seats 10 (5 on each side)

Maximum seating capacity and comfort. Exclusive MONROE folding steel pedestals eliminate knee interference. Folds flat, 12 tables "stack" only 29 inches high. Ideal for multiple dining and recreational activities. This model offered in 8 sizes, in 3 Monroe Top Finishes—Tempered Masonite (as shown), Ormaceel Bion-D and Melamine Plastic.



Monroe Fold Lite Utility Tables

Conventional steel folding legs. 16 sizes from 32" x 32" up to 3' x 10' and 4' x 6', special sizes to order. Masonite and Ormaceel Bion-D tops.



Adjustable Height Folding Tables

Can be adjusted any height 20 to 30 inches. Folding pedestals or legs. No tools required. Will not slip or collapse.



Monroe Folding Risers and Platforms

Most modern staging choral groups, etc. Ruggedly built sections with steel folding legs. Many standard settings or specials to order.

COMPLETE CATALOG FREE

House, purchasing or kitchen committees of churches, schools, clubs, lodges, etc. Write at once for newest Monroe Line Institutional Catalog in colors. Complete prices, discounts and terms. Address:

THE MONROE COMPANY 79 Church St. COLFAX, IOWA

Leaves air mint fresh!




the multi-purpose industrial disinfectant with the fresh mint leaf aroma

MINTOL disinfectant has a coefficient of 9. Diluted half a cup to the pail of water, it meets the new Use Dilution Confirmatory Test.

SANITIZES THE SURFACE

KILLS BACTERIA DEODORIZES



WESTPORT, CONNECTICUT

For free sanitary survey of your premises ask your Dolge service man

Federal Tax Calendar for Clubs

Prepared by Horwath & Horwath

August, 1959

15—Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during July, 1959 and employe tax and employer tax under the Federal Insurance Contributions Act for July, 1959, if more than \$100, payable to an authorized depository. Return on Form 450.

Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended March 31, 1959.

31—Tax on membership dues, initiation, transfer and assessment fees, admissions, and other excise taxes for July, 1959, if more than \$100, payable to an authorized depository. Return on Form 537.

September, 1959

15—Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during August, 1959, and employe tax and employer tax under the Federal Insurance Contributions Act for August, 1959, if more than \$100, payable to an authorized depository. Return on Form 450.

Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended April 30, 1959.

30—Excise taxes: Tax on membership dues, initiation, transfer and assessment fees, admissions, and other excise taxes for August, 1959, if more than \$100, payable to an authorized depository. Return on Form 537.

Let's Compare Menus

KANSAS CITY CLUB

COCKTAILS AND MIXED DRINKS

Cocktails

ALEXANDER85
Brandy, Creme de Cocoa, Cream		
APERITIF KETCHAM70
Sherry, Dubonnet, Twist Lemon Peel		
ASCOT80
Cointreau, White Creme de Menthe, Orange Juice, Lemon Juice, Egg White		
BACARDI70
Lime, Grenadine, Rum		
BANSHEE85
Creme de Banana, Brandy, White Creme de Cocoa, Cream		
BIJOU75
Orange Bitters, Green Chartreuse, French Vermouth		
BOOTH'S HOUSE OF LORDS MARTINI75
BRANDY CRUSTA85
Lemon Syrup, Maraschino Brandy, Angostura Bitters		
BRONX70
Orange Juice, Italian and French Vermouth, Gin		
CHAMPAGNE COCKTAIL, DOM.90
CLOVER LEAF70
Lime, Grenadine, Gin, White of Egg		
CLUB SPECIAL55
Rum, Lime, Sugar, Ice Frappe		
CRICKET85
Green Creme de Menthe, Bourbon, White Creme de Cocoa, Cream		

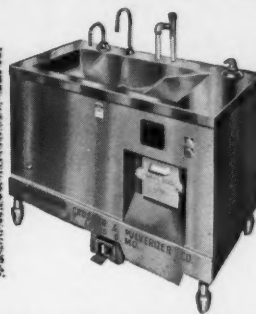
CUCUMBER85
Green Creme de Menthe, Brandy, White Creme de Cocoa, Cream, Cucumber	
DAIQUIRI70
Lime, Sugar Rum	
DUBONNET70
Dubonnet, Gin	
FIRE FLY85
Rosemint, Brandy, White Creme de Cocoa, Cream	
GIMLET COCKTAIL70
Gin, Triple Sec, Lime Juice	
GRASSHOPPER85
Green Creme de Menthe, Brandy, White Creme de Cocoa, Cream	
MA JONGG80
Lime, Cointreau, Rum, Gin	
MANHATTAN75
Angostura Bitters, Whiskey, Italian Vermouth	
MARTINI (The Original)70
Orange Bitters, Gin, French Vermouth	
MILLIONAIRE75
Lemon, Grenadine, Canadian Whiskey, White of Egg	
OLD FASHION75
Sugar, Lemon Peel, Whiskey	
ORANGE BLOSSOM70
Gin, Orange Juice	
PERFECT75
Italian and French Vermouth, Gin	
PINK SQUIRREL85
Creme de Noyaux, Brandy, White Creme de Cocoa, Cream	
RIVERSIDE75
Orange Bitters, Italian Vermouth, Sherry	
ROB ROY75
Angostura, Italian Vermouth, Scotch	
ROOF GARDEN75
Lemon, Sugar, Sloe Gin, White of Egg	
ROYAL85
Gin, French Vermouth, Cherry Brandy	
SIDE CAR85
Lime, Cointreau, Brandy	
STINGER85
Brandy, White Creme de Menthe	
TIGERS CLAW85
Gin, Dark Creme de Cocoa, Dash Bitters, Cream, Top With Milk	
WHITE CLOUD COCKTAIL85
White Creme de Menthe, Brandy, White Creme de Cocoa, Cream	
WHITE LADY80
Gin, Triple Sec, Egg White, Lemon Juice	
WM. PENN75
Lime, Grenadine, Gin, Vermouth, Rum	

Mixed Drinks

BOULEVARD PUNCH70
Lime Syrup, Rum	
EGG NOGG80
Whiskey, Rum, Sugar, Milk, Egg, Nutmeg	
GIN FIZZ70
Gin, Lemon Juice, Sugar	
GIN RICKEY70
Hot Weather Reducing Special—Just Gin, Half Lime, Ice and Charged Water	
GIN SLING70
Lemon, Grenadine, Gin	
GOLDEN FIZZ75
Gin, Lemon Juice, Sugar, Yolk of Egg	
K. C. CLUB FIZZ75
Lemon Juice, Sugar, Gin, Cream	
K. C. CLUB SOUR80
Lemon Juice, Sugar, Whiskey, Pineapple	
MILK PUNCH80
Whiskey, Rum, Sugar, Milk, Nutmeg	
MINT JULEP80
Whiskey, Rum, Sugar, Mint	
MINT TODDY75
Whiskey, Sugar, Mint, Fruit	
MORNING GLORY FIZZ85
Lemon, Sugar, Scotch Whiskey, Egg White, Absinthe, Siphon	
OUR PLANTERS PUNCH90
Two Kinds of Rum, Fruit Juice, Cointreau	
PLANTER'S PUNCH85
Rum, Whiskey, Lime, Pineapple, Dash of Angostura	
RAMOS FIZZ80

FOOD WASTE

....get rid of it...the **MODERN** way



A Gruendler Disposer will solve your food waste disposal problem!

A contemporary, handsome appliance to grind table and food preparation wastes into a fine slurry for instant disposal down the drain. Automatic, push-button control. Ends scavenger service and waste handling.

Write for Brochure No. 124. If possible, state number of meals you serve per setting for our recommendation of proper model. No obligation.

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BLACK RUSSIAN

Nyet??? You haven't tried a Black Russian yet? Do so! Da! Over ice cubes pour 1 part Kahlua, 2 parts vodka and stir well



made with
KAHLUA
(say KA-LOO-AH)

MEXICAN COFFEE LIQUEUR
53 PROOF

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invite the man from **BENCO**



He's the party expert — always ready and willing to work with you and for you — helping you plan scores of thrilling ideas to make your next party a night to remember! He will display before your eyes stunning hats, balloons, noise makers, decorations and novelties of all kinds . . . to add the fun, color, and excitement that often spells the difference between "the affair of year" and just another gathering. Whatever the occasion . . . gala or intimate — the size of your budget . . . great or small — the "man from Benco" will supply everything you need to make your party an overwhelming success.

Write for your **FREE** Guide to Year 'Round Party Giving. Phone, write, or wire

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MEMBERS
ONLY



Nothing except a paid-up member's Card-Key will unlock this door. 5,000 Fraternal and Private Clubs are now using Card-Keys. Be sure your club gets the benefit of this Card-Key System.

Write for Free Information

CARD-KEY SYSTEM, INC.

BURBANK, CALIFORNIA

Lemon Juice, Sugar, White of Egg, Gin, Cream, Orange Flower Water	
ROYAL FIZZ	75
Gin, Lemon Juice, Sugar, Whole Egg	
SHERRY COBBLER	75
Sugar, Sherry, Fruits	
SHERRY FLIP	70
Sherry, Sugar, Egg, Nutmeg	
SILVER FIZZ	75
Gin, Lemon Juice, Sugar, White of Egg	
SINGAPORE GIN SLING	30
Brown Sugar, Cherry Heering, Gin	
SLOE GIN FIZZ	75
Lemon Juice, Sugar, Sloe Gin	
SLOE GIN RICKEY	75
Lime Juice, Sloe Gin, Charged Water	
TOM COLLINS	75
Gin, Lemon Juice, Sugar	
WHISKEY FIZZ	30
Lemon Juice, Sugar, Whiskey	
WHISKEY SOUR	30
Whiskey, Lemon Juice, Sugar	

BEACHCOMBER

Houston Club

"Breathless" Drinks

APPLE KNOCKER	70
Jigger of Vodka Over Ice in Highball Glass, Add Apple Juice	
MOSCOW MULE	75
Jigger of Vodka, Half of Lime, Juice and All, Cucumber Slice if Desired, Fill With Ginger Beer	
PURPLE COW	75
Jigger of Vodka, Ice Cubes in Large Glass With Half Grape and Half Grapefruit Juice	
VODKA BUCK	65
Jigger of Vodka, Half Lemon, Juice and All, Tall Glass With Ginger Ale	
VODKA COLLINS	75
Jigger of Vodka, Half a Lemon, Juice and All, Sugar, in Tall Glass, Ice Cubes, Fill With Soda, Decorate	
VODKA FIZZ	70
Jigger of Vodka, Juice of Half a Lemon, Powdered Sugar, One Egg White, Shake, Strain Into Highball Glass, Fill With Soda	
VODKA GIMLET	70
Jigger of Vodka, Quarter Jigger Sweetened Lime Juice, Cocktail Glass, Thin Slice of Lime on Top	
VODKA MARTINI	70
Same as Martini, Vodka Instead of Gin	
VODKA TONIC	70
Jigger of Vodka, Quarter Lemon or Lime, Juice and All, Over Ice Cubes in Large Glass With Quinine Water	
VODKOLA	65
Dash of Lemon or Lime Juice, Jigger of Vodka, Cube Ice, Cola	

"Saves mixing time"

Bar manager at famous New York Beach Club says: "... found your product one of the finest for mixed drinks that I've ever used."



CRAMORES CRYSTALS

LEMON OR LIME—Plain or with pure egg-white added!

- Economical—no spoilage—no squeezing
- No refrigeration required • Less mess—less waste—less storage space • More convenient to use • More real fruit flavor with less of the bother!

CRAMORE PRODUCTS, INC., Point Pleasant Beach, N. J.

Liquor Promotion in Clubs

WHAT special drinks do you feature at your club to promote liquor sales? This was the question put to a small group of club managers in an attempt to bring to you some unusual drink ideas in this special beverage issue.

The answers we received clearly indicate that most clubs do not have a problem of promoting liquor sales. Rather, liquor sales are excellent, are growing without special stimulants, which is good news for the many beverage firms that advertise to and sell clubs.

There are numerous clubs that have originated drinks that are "specials of the house" and have found wide acceptance among their members. Some of the recipes were sent in answer to our request; others we have had the good fortune of sampling during visits to clubs.

General Manager Frank B. O'Connell of the San Diego Club reports that his head bartender, Benny Albano, has created two after-dinner drinks that have become best sellers at his club:

"Daisy Mae"

1 pony glass Galliano
1 teaspoon Rose's Lime Juice

Serve in champagne glass with crushed ice.

"7th Heaven"

1 jigger Green Curacao
½ jigger Almond Creme Liqueur
1 part cream

Shown here are Manager Frank O'Connell (right) and his head bartender, Benny Albano, at the San Diego Club bar.



Mix Green Curacao and Cream together in mixer, with ice. Pour Almond Creme Liqueur in hollow burgundy glass, then top with mixture of Green Curacao and cream so ingredients remain separated. Serve with straw.

The prices for these drinks are 75 cents for the Daisy Mae and \$1.00 for the 7th Heaven.

At the University Club in Cleveland Jack Kozar, manager, sent the recipe for a special cocktail developed

DURABLE and SMART furniture



No. 8213
Wall-Saving Side Chair
(No. 8212 matching
arm chair)

Wide assortment of chairs and tables. See your dealer or write us for our distributor's name.

AMERICAN CHAIR COMPANY

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construction

Bally walk-ins
sanitary — strong — efficient

You can assemble any size Cooler, Freezer or Combination from standard sections.

Bally Case and Cooler Co., Bally, Pa.

Get details—write Dept. C-8 for FREE book

MAITRE D': Must have experience in first class hotels and clubs. Season October to May. Send résumé and, if possible, snapshot. **WRITE TO:** Manager, Thunderbird Country Club, Palm Springs, California.

CHEF—56—European background. Excellent Continental and American cooking. Thorough knowledge of food business, pertaining to purchasing, food preparation, menu planning, food cost control. Economical, steady, non-drinker. Seeks worthwhile—all year-round position that merits opportunity. Capable of assuming full charge of kitchen. Can re-locate. **CONTACT:** Henry Mueller, c/o McKinley Hotel, Canton 2, Ohio.

COLLEGE GRADUATE—30 years old, wishes to locate by January 1 as assistant manager in a larger country club or as a manager of a smaller club. Limited experience but capable, with desire to learn club management business. Presently located in midwest. Will consider any location and a salary below my present earnings in exchange for opportunity and experience in club work. **ADDRESS:** Box 51-Y, c/o CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

by the club's barman, who has about 30 years of service with the club:

"University Club Special"

$\frac{1}{8}$ bourbon
 $\frac{1}{8}$ brandy
 $\frac{1}{8}$ Benedictine
 $\frac{1}{8}$ Cointreau
 $\frac{1}{8}$ grenadine
 $\frac{1}{8}$ lime juice

Shake well with cracked ice and serve in chilled cocktail glass. Makes a nice refreshing cocktail.

Two drinks have been successfully promoted by William A. Buescher, Jr., manager of the Milwaukee Country Club. The first is a simple after-dinner drink which calls for equal parts of Cherry Heering and Vodka. The second drink is called a Clam Digger:

"Clam Digger"

$\frac{1}{4}$ white creme de menthe
 $\frac{1}{4}$ gin
 $\frac{1}{4}$ vodka
 $\frac{1}{4}$ cream

Blend and serve in champagne glass topped with sprinkle of nutmeg.

At Lakewood Country Club, Westlake, Ohio, where Imrich Denes recently became manager, a popular after-dinner drink is one called a "Creme Puff." Recipe simply is white

creme de menthe over the rocks in a low glass.

Down Texas way there is a drink guaranteed to quench your thirst, and which offers excellent possibilities. Called a "Texas Hurricane" it sells for \$1.50:

"Texas Hurricane"

2 oz. rum
Juice of 1 orange
Juice of 1 lemon
Juice of 1 lime
1 oz. simple syrup
Dash grenadine

Blend thoroughly and serve in tall glass well iced.

How We Promote Beverages

(Continued from page 13)

leading to the country from which it has come. To accompany the cheese, seven sparkling and still wines are served—Champagne, Sparkling Burgundy, Moselle, Chianti, Liebfraumilch, Rose, and Pink Champagne. Expert wine tasters would never use this combination while sampling—cheese makes even a poor wine taste good. The items are too compatible! The host of a cocktail party has an obligation to exercise his judgement

More Vitamin C than in Fresh or Frozen Orange Juice!



Each 4-oz. serving contains more than 70 milligrams of Vitamin C.

- ✓ Nothing to add but water
- ✓ High Nutrition—Low Acidity

So easy to prepare! A 2-lb. vacuum-packed tin of the new Lasco Orange Breakfast Drink Granules and 2 gallons of water make 69 four-ounce servings . . . delicious, nutritious and economical!

And Your Old Favorites

Lasco DELUXE FROTHY GRANULES

WITH EGG WHITE ADDED

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Finer Foods for Hotels and Institutions
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Chafing Cart

New! Continental Service Cart...

The dramatic way to serve flamed dishes. Top has five built-in wells for condiments; drop leaves on each end and front provide a large work area. Styled in warm copper or sparkling stainless steel with wrought iron. Cart is small, flexible and easy to move on its large swivel casters.

See your dealer or write for brochure of other new carts

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ENGLEWOOD, COLORADO

and good taste in providing for his guests, thus establishing the true essence of hospitality. His guests will fully appreciate this extra effort to please them, just as the thoughtful gift is more appreciated than a mere tender of money, as the host might do when simply offering standard fare and picking up the check.

Problem II: Encouraging our club members to partake of that "second martini" in our main dining room and, on our side, to make both his "first" and "second" iced cold. The introduction of a choice between a regular and king-sized cocktail caused much the same consternation among the conservatives as the "second" cocktail—again they were subject to censure for overindulgence.

The answer—a single cocktail; that being a large one (4 ounces). It is served in a decanter buried in a cracked ice-filled supreme glass. The 2½ ounce cocktail glass is served empty, but chilled and with the garnish inside.

The large cocktail glass is not an answer in that the cocktail becomes warm at room temperature before it is consumed. Furthermore, it looks like the large economy size and does not "save face" for the guest, as he is caught red-handed with the king-sized glass.

The ice filled supreme and decanter service is appealing and satisfying to conservatives and liberals alike!

Problem III: Our main dining room sherry service.

This has become so popular that sherry is now used as a regular menu appetizer item. The two ounce portion formerly arrived at the guest's table

in the traditional sherry glass with somewhat less liquid than when it left the bar, the balance being distributed on the glass stem and the waiter's tray. Tiny decanters and chilled sherry glasses are now part of this featured appetizer service. Our guests are no longer presented with a "sticky stem" problem.

Problem IV: Large group service during a limited period of time.

The Statler Club frequently has to serve a capacity crowd either immediately preceding or following an event, thus limiting the time available for cocktail service. Each person in this group may be a potential two or three drink buyer. Each one, however, wishes his drink at the same moment that all other members of the group want theirs. We also wished to be able to offer a wide selection of drinks, including cocktails, rather than the limited hi-ball service usually provided large groups.

We found through experience that five to ten people could easily smother a portable bar. With two or three hundred guests to take care of, the ratio of ten persons per bar takes on astronomically impossible proportions in terms of providing bar contact area. Standard service bars, or the "hidden bar" method, located in an area distinct from the guests proved no solution either, in terms of the time element involved.

As with most problems, there can be no pat answer that will apply in all cases. Our most successful ventures along the lines of large group service in a limited time have been combinations of chit tray service and what we call the "assembly line" service bar.

Either or both types of service have excellent application possibilities, depending on the size and nature of the group being served.

For the *assembly line service*, a cafeteria serving line arrangement is used, as the term indicates. The line is set up to be handled by two bartenders and a checker-cashier. This proves adequate in most cases for parties involving as many as 200 persons. For larger groups, we add another cashier. This four-man team can handle up to 300 guests without additional bars set up. For larger groups and to add atmosphere or "window-dressing" it is well to have an attractive portable bar operating, particularly at the beginning of a cocktail party. As pressure increases for drinks, premixed drinks from the assembly line bar can even be served over this bar to speed service.

The line works as follows: The waiter uses written checks for order forms and starts at the "hi-ball" end of the line. The bartender here sets up all ice glasses and shots while the waiter pours his own chasers. The waiter moves his tray toward the opposite end of the line and the other bartender takes over the mixing of cocktails and other more difficult and perishable drinks. As the last drink is being made, the check is handed to the cashier for pricing and the waiter garnishes his own drink order.

The drinks are then delivered to the guests and immediate payment is made, either in cash or by chit, thus preventing the buildup of a large check for an unwilling host-elect at the end of a party and completing our own control system. The waiter pays

Today, more people ask for...

QUEEN ANNE
RARE SCOTCH WHISKY

and

OLD GENTRY
IMPORTED

LONDON DRY GIN

"The gentleman's gin"

Proprietary Brands of HILL THOMSON & CO., LTD., Edinburgh, Scotland

Gen. U. S. Importers



VAN MUNCHING IMPORTS, INC., NEW YORK, N. Y.



86.8
Proof



94.8
Proof

Write advertisers you saw it in CLUB MANAGEMENT: AUGUST, 1959

51

the cashier for each preceding round that he has picked up as he returns to the line for succeeding orders. This eliminates the number of trips a waiter must make between the bar and the guest in serving a round of drinks. Each waiter is charged out with so many checks and a blank at the beginning of the party and always must have the value received or blank checks in order to cash out.

For *chit tray service*, the cashiers are placed at the entrances to the

guest areas. Chits are sold to the guests and redeemed by the waiters as they pass through the group with their trays of assorted drinks. Our guests are offered the following drinks: sours, daiquiris (both made a gallon at a time), manhattans, martinis, old fashioned, shots of Scotch, rye, bourbon, and blends, the latter accompanied by a choice of water, soda, gingerale, and tonic (during the summer months), and cokes and juice for the abstainers. Each waiter carries a limited offering. (For example—sours and daiquiris or martinis and manhattans.) It is interesting to note how each waiter can find his customers in the crowd after the first round.

The period of time between the mixing and consumption of cocktails is necessarily even greater using tray service. One important modification in order to provide this larger selection of drinks and for more efficient use of space on the individual waiter trays was to make a large bed of ice in a silver escoffier pan to hold the various decanters, in lieu of the more bulky individual supreme dishes used in the main dining room decanter service. Again, the decanter serves as the means to keep cocktails iced cold and to add an unusual touch to cocktail service.

To summarize the advantages of the tray service: (1) no time is lost taking orders, repeating to the bartender, and re-locating the customer in the crowd, (2) no fumbling with tray and change making, (3) the ability to serve a wide variety to a large group, and (4) the unearned income from unused chits (some guests do forget to use or redeem their chits).

Various combinations and modifications can be made in combining these two types of services; i.e., having some portable bars available for special drinks not included in the tray service selections to supplement the as-

sembly line orders; using part of the waiters for tray service, then the additional waiters for orders through the assembly line setup.

Named to Sales Post



Cliff M. Roper, Jr., a member of the public relations department of Owens-Illinois Glass Co. for the past ten years, has been promoted to sales promotion manager for the company's Libbey Glass Div.

Mr. Roper, who joined the firm in 1942, will be responsible for directing and coordinating the division's publicity and merchandising activities.

Hotel Show

Gaston Laurysen, chairman of the 44th National Hotel Exposition to be held November 2-6 in the New York City Coliseum, has announced that this year's show will set a record in the number of exhibitors who will be participating in the show.

It will occupy four entire display floors; 614 exhibitors will display in 784 booths a large selection of foods, food service equipment, furnishings and maintenance supplies for clubs, hotels and other institutions.

Named Representatives

The Lawson H. Yates Co., Nashville, Tenn., has been appointed as factory representatives for Geerpres Wringer, Inc., Muskegon, Mich. The Yates firm will handle the complete line of Geerpres floor cleaning equipment including mop wringers, buckets, complete mopping outfits, mop handles and related accessories.

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Buys Sterno

Colgate-Palmolive Co. has announced the acquisition of Sterno Corp. and its subsidiaries, including its sales and operating personnel.

Sterno, of course, markets the nationally famous canned heat and an extensive line of stoves, heaters, food warmers, chafing dishes and other appliances utilizing this fuel. The company was founded in 1887.

Colgate said that the Sterno line is a logical addition to the products of its Associate Products Dept. which handles the company's sales of industrial products to clubs, hotels and other business concerns.

Named V.P.

Marcus Ruben, Inc., Chicago uniform manufacturer, has announced the appointment of Robert K. Parrott as vice president, and he will cover the West Coast for this 90-year-old company.

The appointment of Mr. Parrott is another step in the expansion program of Marcus Ruben, Inc. Just a year ago, they moved into larger and more modern quarters at 823 South Wabash Avenue in Chicago. With the addition of a West Coast representative, the company will be able to give personal service in this area. Manufacturers of wool and washable uniforms for men and women, Marcus Ruben, Inc. is one of the largest suppliers to the club, hotel, and institutional trade.

Married and the father of three daughters, Mr. Parrott attended the University of Virginia. He served in the Navy Air Corps during World War II. Until recently, he was associated with the U. S. Steel Supply division of the U. S. Steel Corporation.



R. K. Parrott

The address of the West Coast office is 1759 Monticello Road, San Mateo, Calif.

Mustard Sauce

National distribution of Heinz mustard sauce, a new table sauce for use in the nation's institutional food establishments, has been announced by H. J. Heinz Co.

The new sauce is described by the company as a "tangy sweet-sour sauce that enhances the flavor of seafood, egg, cheese, beef and frankfurter dishes and is especially suitable for ham dishes."

The sauce is the seventh product in the Heinz Company's condiment line, which includes ketchup, hop ketchup, chili sauce, 57 Sauce, Worcestershire Sauce and Savory Sauce.

Named Sales Manager

James M. Strauss has been appointed general sales manager of Pfaelzer Brothers, purveyor of meats to clubs, hotels and institutions, it has been announced by Leonard Pfaelzer, president.



J. M. Strauss

Mr. Strauss brings to his new position an industry background of eight years with a major packer and six years with Pfaelzer, mostly as Chicago sales manager.

CLUB MANAGER—Very experienced and at present employed in midwest country club, wishes to make a change. Excellent references. Many years club and hotel experience. Knowledge of fine international cuisine, bar and all phases of club management. Married, 48 years old, one child. Free to travel for personal interview. ADDRESS: Box 52-Y, c/o CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

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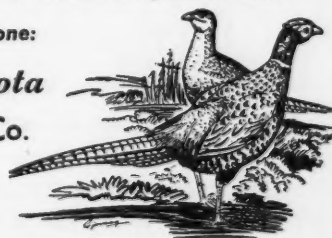
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CANTON

SOUTH DAKOTA



Write advertisers you saw it in CLUB MANAGEMENT: AUGUST, 1959

CLUB MANAGER WANTED

Mid-South Country Club, less than 300 members in city of 300,000, wants manager that has thorough knowledge of food preparation and service. Must have had experience in fine eating establishments or top clubs. Excellent salary plus living quarters and full maintenance. Give full details including experience, references and recent photograph. ADDRESS: Box 48-Y, c/o CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

CATERING MANAGER or MAITRE d'Hotel AVAILABLE

European trained in kitchen and dining room, experienced in catering for golf and country clubs and hotels. Parties, dining room and banquets, etc. Would prefer first class club in Southern California or Florida where the highest quality in food and service would be expected. Very best of references. ADDRESS: Box No. 46-Y, c/o CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

EXPERIENCED

Business-Minded Manager

Thoroughly experienced in hotels and country clubs. Strong background in Public Relations and Sales Promotion. Age 45. Good references. Bondable. Available immediately. Résumé and photos on request. ADDRESS: Charles O. Carey, 1061 Park Avenue, New York 28, N. Y.

WORKING CHEF: Must have experience in first class hotels and clubs. Season October to May. Send résumé and, if possible, snapshot. WRITE TO: Manager, Thunderbird Country Club, Palm Springs, California.

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12,000 Drinks Dispensed . . .

Club Stages Annual Family Frolic

James B. Montfort, Manager

National Press Club
Washington, D. C.

ON Sunday afternoon from 2 until 6 p.m., June 14, the National Press Club held its fifth annual family frolic in the Carter Barron Amphitheatre grounds. This was by far the largest party the club has ever staged. Statistics show there were 4685 attending with 1880 of these being children.

Ten thousand hot dogs, 12,000 Cokes, 7680 fudgsicles and popsicles, 10,000 bags of salted peanuts, 300 pounds of peanuts in the shell, and 5000 candy bars were consumed during this four hour period. We charged \$1.50 for adults and 50 cents for children and this included the drinks and food dispensed.

Among the many prizes were a Studebaker Lark, GE refrigerator, Frigidaire electric range, half a dozen bicycles, radios and a TV set.

Rides, races and games were provided for the children. A rolling pin and parking contest were set up for the entertainment of the ladies; and for the men and boys, there was softball, horse shoe pitching and a golf "hole-in-one" contest.

One of the highlights was an exhibition of underwater operations and deep-sea diving in a 4300-gallon tank of water. This was put on by "frogmen"—they'd rather be called scuba—from the Navy's school in Washington. Other entertainment included military drill teams and bands, plus exhibits of missiles, tanks and weapons.

Planning for this party started last

September and through the Chairmanship of John Munhall, III, of U. S. Steel Corporation, and his committee assistants, the details were well worked out months beforehand.

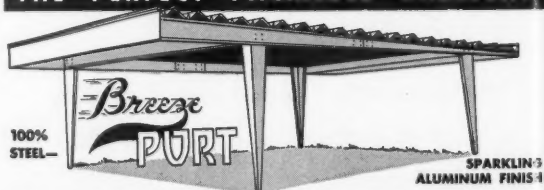


The son of National Press Club member, F. T. Scanlon, proudly holds a TV set which he won at the club's annual family frolic. Looking on are Mr. Scanlon, left, Club President William H. Lawrence, second from right, and Club General Manager James B. Montfort, right.



The National Press Club annual family frolic had everything for the kids including a clown.

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A spacious 10' x 20' x 7' port. Beautiful all-weather shelter for club pools, patios, parking, picnic areas, golfers, caddies, golf-mobles, etc. Bolts together in 1 hour. Free-standing. Needs no paint. Factory to you! Write for full information.

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MANAGER of first class country club desires connection with club for winter season. 48 years old, married, no children. Salary open. Will go anywhere in country. Can furnish best of references including officers of club managed during summer months. ADDRESS: Box 49-Y, c/o CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

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Working chef for exclusive gentele country club in Great Lakes Region. Applicant should have good background of experience and proven work record. Salary commensurate with ability, yearly bonus and pension plan. ADDRESS: Box 50-Y, c/o CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.



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Open Letter:

CMAA Publicity Contest

By Floyd S. Spate

Dear Fellow Club Manager:

Now is the time to plan ahead for the club activities publicity contests held annually at the CMAA National Conference.

I am writing to remind you of this particular phase of our Conference and suggest that you plan to enter an exhibit for your club. "Plan Today for Tomorrow's Success."

The rules are simple and it will be easy to comply. Simply, may I state this:

- 1—Read the following publicity contest rules
- 2—Assemble your publicity material for 1959
- 3—Mount material on cards
- 4—Enclose four (4) copies of your club publications
- 5—Prior to January 10, 1960, mail to me:

Floyd S. Spate
Youghiogheny Country Club
1901 Greenock Buena Vista Road
McKeesport, Pa.

Plan now on entering and receiving the pleasure of having your efforts judged and perhaps winning the top award.

Competition limited to material to induce membership usage of facilities of services, to stimulate sales within the limits of the club, or to create a better understanding of club policies. This category will not include newspaper articles describing past or coming events or regular club publications (for which a separate competition is provided), photographs of parties or Club facilities except as a part of original publicity material.

Rules for Submission of Entries:

1. One item to a card
2. Mounted securely on a white show card of matboard quality
3. Each item must be used between 1 January 1959 to 31 December 1959.
4. One card, which will be used as "cover" should contain the following information:
 - a. Name of club
 - b. Location
 - c. Manager's name
 - d. Total number of members of all classifications
 - e. Dues rate for full resident member
 - f. Total gross income from all sources, except initiation fees (dues, food and beverage sales, sports fees, etc.)
 - g. Actual expense for design, production and mailing of all publicity material in calendar 1959.

Items Suggested for Submission:

1. Invitations
2. Mailing pieces
3. Table tents
4. Posters—if original is too large, pictures thereof could be submitted

5. Menus, place mats, menu covers, etc.
6. Stationery—letterheads, envelopes, statement forms, checks, etc.

Judging: Three judges, not engaged in the management of clubs, will consider the following points:

1. Artistic merit
2. Taste
3. Originality
4. Readability
5. All facts presented
6. "Does it create a desire?"
7. Scope of material
8. The overall effect of all items submitted, as well as the individual effect.

For Club publications published on a regular basis during the period of January 1, to December 31, 1959.

Two Classifications: (regardless of size or type of club).

1. Publications that do *not* accept paid advertisements.
2. Publications that do accept paid advertisements.

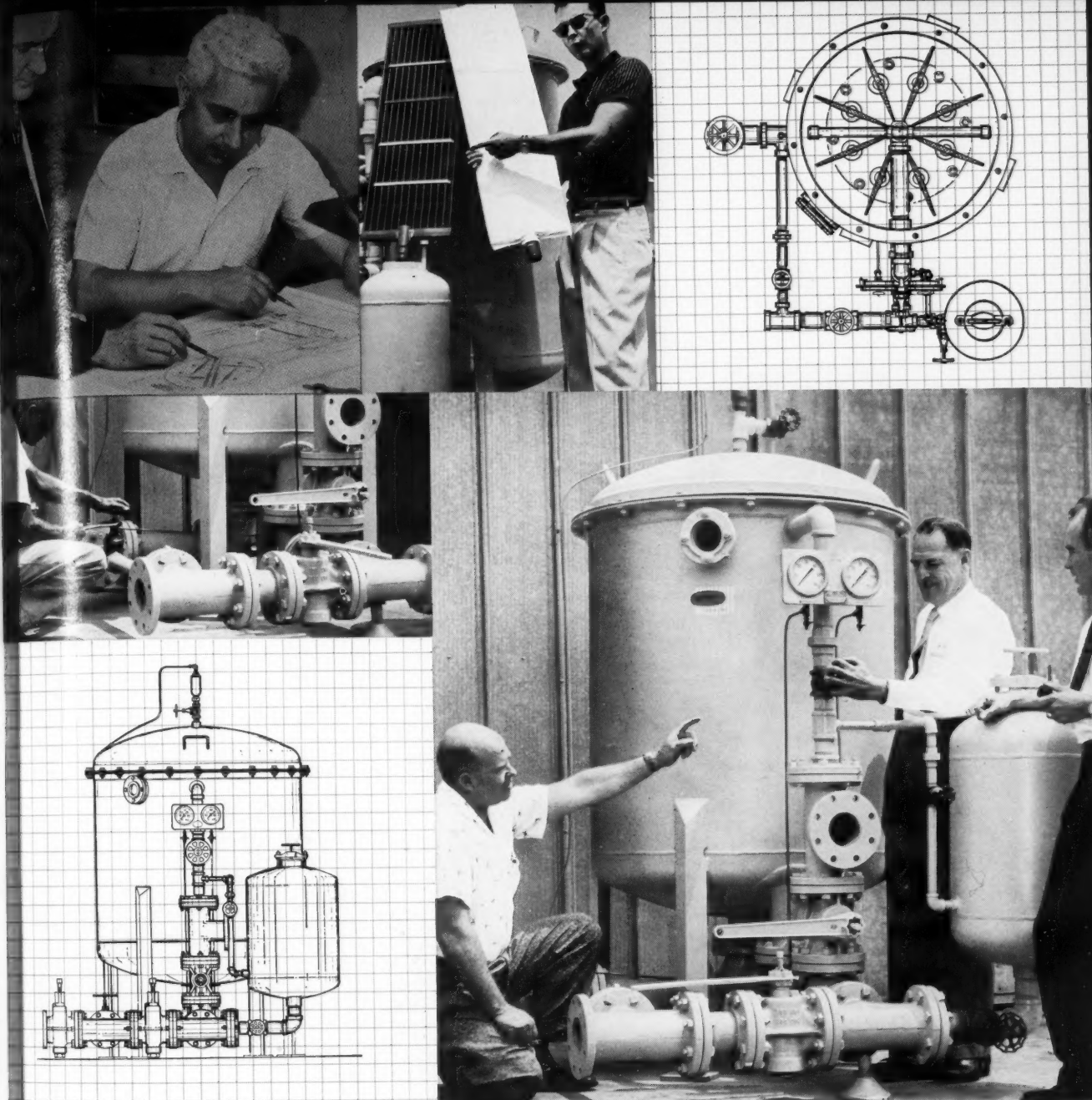
Submission:

1. Four different issues from calendar year 1959
2. All four issues tied in a bundle, with each issue wrapped or folded as it would be received by the member.
3. Accompanied by a fact sheet containing the following information:
 - a. Name of club
 - b. Location
 - c. Manager's name
 - d. Total number of members of all classifications
 - e. Dues rate for full resident member
 - f. Total gross income from all sources, except initiation fees (dues, food and beverage sales, sports fees, etc.)
 - g. Yearly subscription fee, if any
 - h. Subscription fee billed to member or deducted from dues?
 - i. Voluntary subscription or does every member automatically receive a copy?
 - j. State NET cost of club during 1959 of publication, including postage.

Judging: Three judges, not engaged in club management, will consider the following points:

1. Artistic merit
2. Taste
3. Originality
4. Readability
5. All facts presented?
6. Scope of material
7. Proportion of advertising to editorial to picture content (if applicable)

Awards: Plaque for the winner in each classification plus a \$100 expense voucher for any CMI work shop held during 1960. A transistor radio to the runner-up in each classification.



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Diatomite pressure filters have many advantages, but... "Solve their problems," Landon engineers were told. "Design Diatomite filters sufficiently advanced to justify adding them to our line."

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